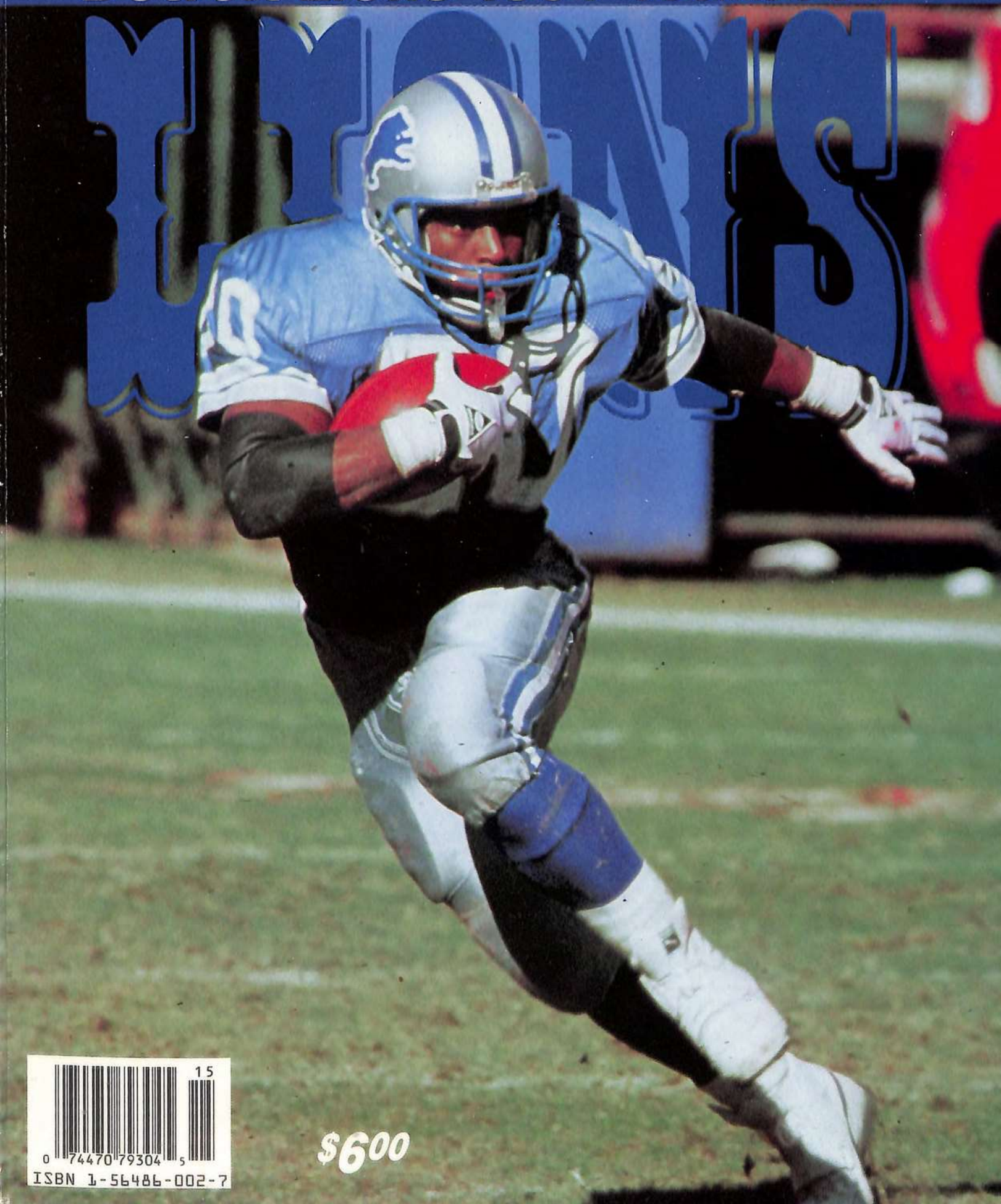
Detroit Lions 1991 Yearbook



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Detroit Lions' Directory

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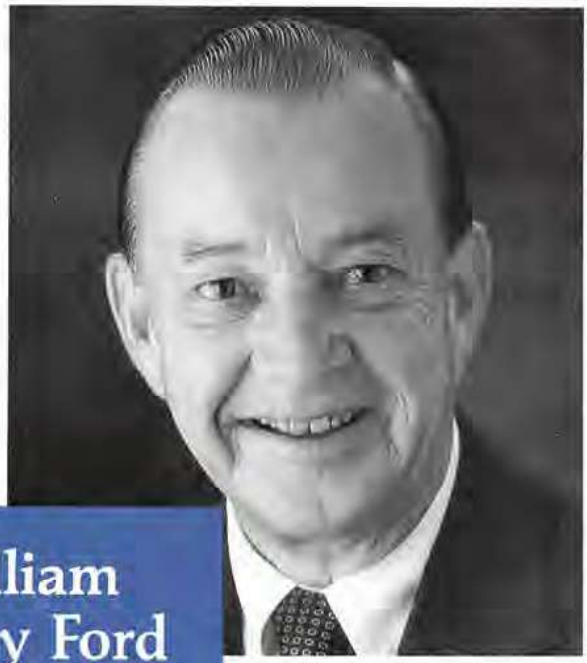


William Clay Ford

OWNER AND PRESIDENT

Family, football and the auto industry all rank highly on his list of priorities. At the same time, stability, integrity and honest leadership aptly describe the gifts this man has given to Detroit-area sports fans for nearly three decades.

And while there are many former Detroit Lion players, coaches and administrators who would gladly stand in line to tout his seemingly endless list of contributions - you could never count William Clay Ford among them.

If you know Mr. Ford, you understand that the owner and president of the Lions is, in the truest sense of the word, a gentleman.

Known as Bill Ford to his friends and business associates, his relationship with the Lions began during his childhood when his father, Edsel Ford, took him to the University of Detroit Stadium to see the first Lions' team play in their maiden season in the Motor City in 1934. He became a club director in 1956 and was asked by then-Lions' President Edwin J. (Andy) Anderson to become the Lions' president in 1961.

In November of 1963, Mr. Ford purchased the team outright for $4.5 million and officially took over the club January 10, 1964.

The 1991 season will mark Mr. Ford's 28th as sole owner of the Lions, and in those first 27 seasons under his ownership, the Lions have enjoyed several high moments. The 1969 through '75 teams all finished in second place in the NFC Central Division title.

As the Lions enter the 1991 season under Head Coach Wayne Fontes, Mr. Ford sees a positive future for his football team.

"I'm encouraged and happy with the direction Wayne and his coaching staff have the team headed," says Mr. Ford.

"I think we all saw signs of great potential from many of those young players last year, and I'm confident that this team is now in a position to take that next step. It has been a long wait for all of us to see the Lions return as one of pro football's best teams, but I feel we are on the verge of doing just that. There must continue to be the common goal throughout the organization that a winning football team is all that matters."

Of course, Mr. Ford's other passion in life is the automobile industry, he being a grandson of inventor and auto pioneer Henry Ford, founder of the Ford Motor Company.

Although he retired from his post as Ford Motor Company Vice-Chairman in March of 1989, Mr. Ford remains a member of the Board of Directors and chairman of the Finance and Executive Committees. He has been a board member since 1948 and was chairman of the company's Design Committee since its' inception in 1957 until retirement in 1989.

During his career with the company, Mr. Ford gained special satisfaction and acclaim as the executive in charge of the design, development and subsequent introduction of the Continental Mark II, the successor to the classic Lincoln Continental that had been developed and introduced by his father Edsel in 1939.

The youngest of Edsel's four children, William Clay Ford was born March 14, 1925. Following a tour of duty with the U.S. Naval Air Corp, he enrolled at Yale, where he captained both the tennis and soccer teams at the Ivy League school. In fact, he was a nationally ranked tennis player until two Achilles tendon surgeries relegated him to the sidelines. (Mr. Ford's athletic participation today includes some tennis, although he prefers golf, a game in which he became nearly a scratch performer.) He graduated from Yale with a Bachelor of Science degree in economics and then joined Ford's sales and advertising staff. He later served on the industrial relations staff where he was a member of the committee that negotiated the historic 1949 contract with the UAW-CIO.

He helped orchestrate a major change in Lions' history when he moved the team in 1975 from the downtown-located Tiger Stadium to metropolitan Pontiac and the sparkling, 80,000-plus seat Pontiac Silverdome, which remains the world's largest (based on seating capacity) indoor athletic facility.

Mr. Ford also is Chairman Emeritus of the Board of Trustees of the Edison Institute, which operates Greenfield Village and the Henry Ford Museum in Dearborn. He is a trustee of the Eisenhower Medical Center, and serves as a director or a trustee for the Boys' Club of America, the National Tennis Hall of Fame, the United Way For Southeastern Michigan, and the Economic Club of Detroit. His more recent appointments include being named as a trustee for the Michigan Heart Association and to the Ronald Reagan Presidential Foundation. He received an honorary doctor of science degree from the Art Center College of Design in Pasadena, California, in 1981.

He is married to the former Martha Firestone of Akron, Ohio, and they are the parents of three daughters — Martha, Sheila and Elizabeth — and a son, Bill Jr., who serves the Lions as club treasurer.

Chuck Schmidt

EXECUTIVE VICE-PRESIDENT AND CHIEF OPERATING OFFICER

Like the anchor man on a championship relay team, Chuck Schmidt has wasted no time in catching his stride — his leadership, integrity and vision have helped keep the Detroit Lion organization at the fore of the National Football League. Schmidt, 44, was handed the baton on December 27, 1989, when he was named the club's Executive Vice-President and Chief Operating Officer. In less than two years since his appointment, Schmidt's impact on the organization has been substantial and far-reaching.

Take a look at his track record. In his first year at the helm, he hired a new Director of Player Personnel in Ron Hughes; oversaw construction of a new weight room that rivals any in the NFL; and was instrumental in the Lions' switch in training camp sites from Oakland University to the team's year-round residence at the Pontiac Silverdome. More recently, Schmidt has reorganized the front office staff to reflect the club's increased emphasis in the areas of marketing, promotions, and community and media relations; spearheaded the construction of a new player's lounge, which will create a more relaxed and comfortable atmosphere for the Lions; and was responsible for the construction of a new ticket office at the north end of the Silverdome, designed to provide fans with improved access and parking, and the renovation of the old ticket office into the new public relations department.

Still, despite the long list of recent improvements, Schmidt points to the Detroit Lions' bottom line — winning.

"We have worked especially hard, both on the field and 'behind the scenes,' to do everything possible to help ensure success for this team," says Schmidt. "Everything we do — from the improved weight room and players' lounge to the resources we've allocated for the coaching staff, player personnel and scouting — is done in the name of winning.

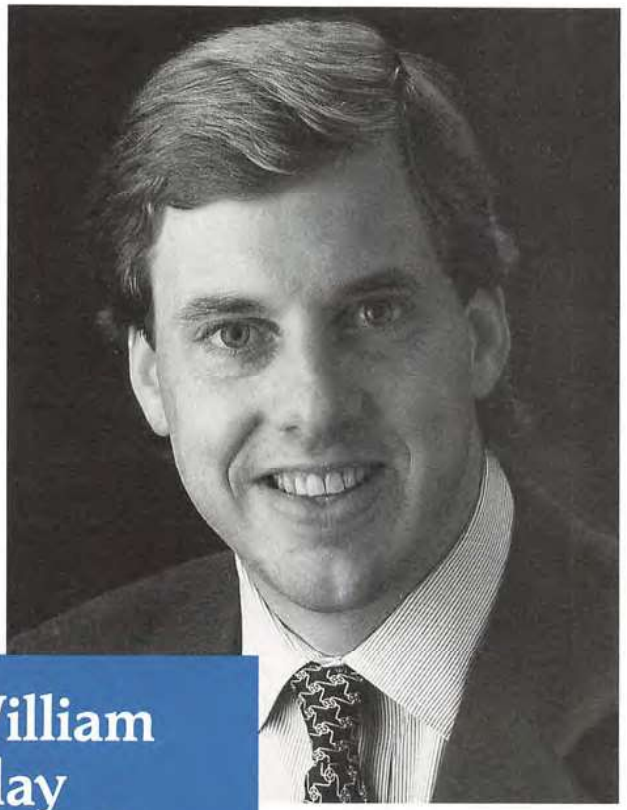
"I'm encouraged at the progress this team has made under Wayne Fontes and his staff. Considering the amount of good, young talent we have on this team, I think the future of the Detroit Lions is as bright as it has been in a long, long time."

Now in his 16th year with the Lions, Schmidt has performed a variety of duties during his tenure, providing the Detroit native with a keen and unique insight into the overall operation of the organization. He has been with the Lions since 1976 when he joined the club as a CPA. He soon thereafter was promoted to the team's controller. In 1987, Schmidt was named to the position of Vice-President for Finance and assumed the crucial, yet often thankless task of negotiating and signing all player contracts. Schmidt attended Detroit's Lutheran East High School before accepting a baseball scholarship from the University Michigan where he earned his undergraduate degree in business. After earning a graduate degree in finance from Detroit's Wayne State University, he joined the accounting firm of Ernst and Whinney, where for five years he worked as a tax specialist before joining the Lions organization.

Under Schmidt's direction in 1990, the club established Detroit Lions Charities, a non-profit organization which assists various charitable and worthwhile causes in Michigan. Schmidt serves on the board of directors for the new program and is Secretary-Treasurer. He also serves on the Board of Directors for Detroit Tigers' Manger Sparky Anderson's CATCH charity and also is on the board of the Pontiac Development Foundation, which is an organization established to enhance economic progress in the Pontiac area.

Born on January 22, 1947, Schmidt and his wife Sharon reside in Oakland County with their three children, Scott, Krista and Matthew.

NFL Commissioner Paul Tagliabue and Chuck Schmidt



William Clay Ford, Jr.

TREASURER

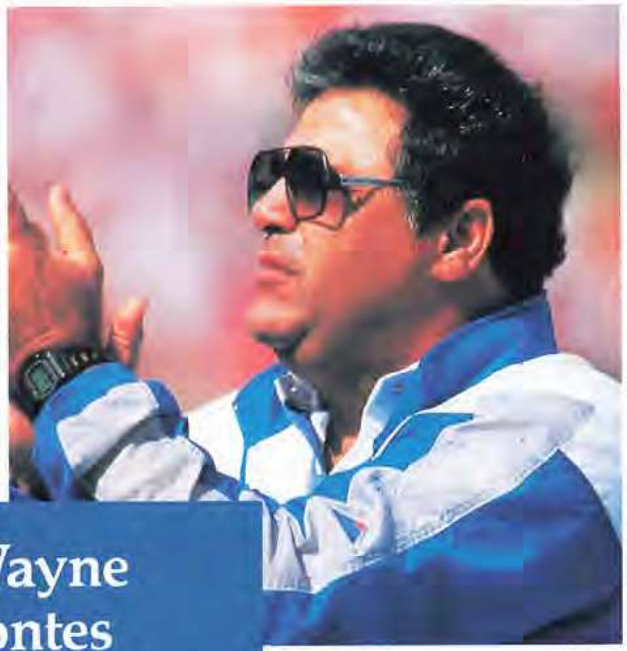
One of the fastest-rising, young executives of the Ford Motor Company doubles as the treasurer of the Detroit Lions—William Clay Ford Jr. The 34-year-old Ford recently (March, 1991) was named Executive Director of Business Strategy for the Ford Automotive Group. Prior to assuming his current responsibilities, he was the manager of Ford Heavy Truck Engineering and Manufacturing after a three-year assignment in Europe. Previously, he was elected to the Ford Motor Company's Board of Directors (Jan. 14, 1988).

Mr. Ford, son of Lions' Owner and President William Clay Ford, joined the company in 1979 as a product planning analyst in Advanced Vehicles Development. He later moved to automotive assembly operations and worked on the launch of the Escort and Lynx. Additionally, he was a zone manager for district sales in the New York-New Jersey area before he was appointed as a member of Ford's bargaining team for negotiations with the UAW in 1982.

After a stint as a Ford Division advertising specialist, the Princeton University graduate entered the Massachusetts Institute of Technology where he earned a master's degree in management. Subsequent moves at Ford came in 1984 when he served as an international finance specialist and, in 1985, when he became a Car Product Development planning manager.

His tenure in Europe began in 1986 when Mr. Ford was appointed director of Commercial Vehicle Marketing for Ford of Europe and, in 1987, he moved his family to Zurich to become chairman and managing director of Ford Switzerland.

William Clay Ford, Sr. and Wayne Fontes



Wayne Fontes

HEAD COACH

7th Year with Lions
3rd Full Year as Head Coach
16th Year in the NFL

When Wayne Fontes officially was named the 17th head coach in Detroit Lions' history on December 22, 1988, he promised that his team would put excitement back into the Pontiac Silverdome and that his Lions would "Restore the Roar."

While the skeptics may have dismissed his words as mere rhetoric, those familiar with Fontes understood that he firmly believed those words — and that he would stop nothing short of making good on his commitment.

And when you consider the the tremendous strides the Lions already have made under Fontes' guidance, it is apparent that the faithful will soon be rewarded . . . and the doubters converted.

In his first full season as head coach, the Lions ended the season as the NFL's hottest team with five straight victories; scored their most points since the 1983 NFC Central Division Championship season; sent four players to the Pro Bowl for the first time since 1972; featured NFL "Rookie of the Year" and NFC rushing champion Barry Sanders; and boasted the NFL's finest special teams with standouts Eddie Murray, Jim Arnold and Mel Gray.

Under Fontes' guidance, the Lions made even greater improvement in 1990: the team tallied 373 points, the second-best output in club history; Sanders earned All-Pro honors while becoming just the second player in Lions history to capture the NFL rushing title; Detroit sent five players to the Pro Bowl, the most representatives for the club in 18 seasons; Fan enthusiasm and support reached an eight-year high as Silverdome attendance skyrocketed 32 percent from the previous season and 75 percent over 1988.

With a relatively young team, all-league talent at key positions and a skilled and veteran coaching staff, the Detroit Lions' future has never looked brighter than it currently does under Wayne Fontes' leadership. "Right now, I think this is a team learning how to win," said Fontes. "This is a good, young football team. We are still in a building process; We are not in a re-building process. We're on schedule to reach the goals we set when I took over this job.

A look at Fontes' football background reads like a blueprint for success. He was named the Lions' head coach after serving five weeks as interim head coach at the close of the 1988 season. He coached Detroit to a 2-3 record during that span and to a 7-9 record in 1989. Detroit finished 6-10 in 1990, narrowly missing an opportunity to claim sole possession of second place in the NFC Central Division with overtime losses to Chicago and Washington and a pair of three-point setbacks versus Tampa Bay and Green Bay.

Fontes was born Feb. 17, 1939, in New Bedford, Mass., and lived there till he was 15 when he moved to Canton, Ohio, where his father worked in a steel mill. An exceptional schoolboy athlete at Canton's McKinley High School, he matriculated to Michigan State where he was a two-sport (football and baseball) star and earned All-Big Ten honors as a defensive back.

He was drafted by the New York Jets where he started in the defensive backfield. His brief pro career (1962) was cut short by a broken leg. However, his 83-yard interception return against Houston (12-15-62) stood as a Jet's record until it was broken in 1989 by Erik McMillan's 93-yarder.

His first coaching job was directing the freshman team at Michigan State in 1965, while he was working on his master's degree in administration (which he later earned). He coached at Visitation High School in Bay City, Mich., in 1966-67, winning the Michigan Class B state championship in '67 with a team that went 10-0. He then moved on to the college level at Dayton (1968), Iowa (1969-71) and Southern California (1972-75). It was at the latter stop that Fontes began a 13-year association with John McKay, who brought Fontes with him when McKay was named head coach of the expansion Tampa Bay Buccaneers in 1976.

Fontes spent nine years with the Bucs and advanced from secondary coach to defensive coordinator to assistant head coach under McKay. In his first year as the Bucs' defensive coordinator (1982) Tampa led the NFC in defense. He left the Bucs' in 1985 to become the Lions' defensive coordinator.

Off the field, Fontes has been extremely active in charitable causes. Gifted with a quick smile and keen sense of humor, Fontes is often seen at community and charity events lending a helping hand. Active on the banquet circuit, he was the 1989 Chairman of the Michigan Chapter of the American Cancer Society's Great American Lockup which raised nearly $200,000. He also serves as Chairman of a program to raise $1 million for the expansion of Camp Fowler, a Mayville, Mich., camp for disabled children. Fontes also has participated in numerous charity golf outings and has been a chairman of the Detroit Lions Quarterback Club annual golf tournament which benefits the Boys and Girls Club of Pontiac.

Fontes and his wife Evelyn have three children (Mike, Scott and Kim) and reside in Rochester Hills.

ASSISTANT COACHES

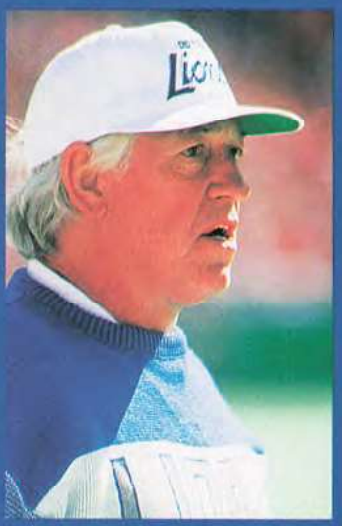
Raymond Berry
Quarterbacks

Don Clemons
Defensive Assistant

Len Fontes
Defensive Backs

Frank Gansz
Special teams

Bert Hill
Strength/Conditioning



Lamar Leachman
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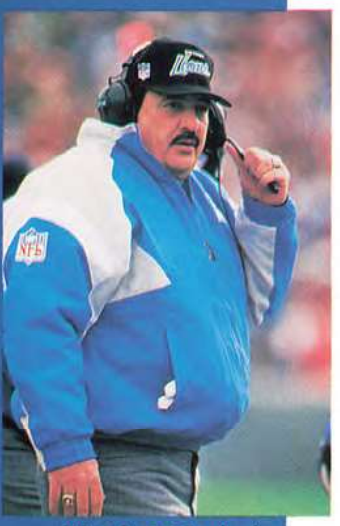


Woody Widenhofer
Def. Coordinator

Dutch Clark
(1934-38)
Lions' Hall of Fame quarterback was enshrined in 1963.

HISTORY

History of the Detroit Lions

Larry Paladino

They had names like "Dutch," "Ace," "Pops," "Buster," "Tarzan," "Big John," and "Ox" and were coached by a guy named "Potsy." How could that first Detroit Lions team go wrong? It was 1934 and George "Potsy" Clark had assembled a team destined to make its new owners and its new city proud right from the get-go.

A year earlier the Lions were called the Spartans and had called the sleepy Ohio River town of Portsmouth, Ohio, home. The players dressed then in a shed and hung their clothes on broom handles. There was a potbellied stove in the center of the room and one lonely shower in the corner.

The Spartans had just come off a 6-5 season and were 28-16-7 in their four-year history, including a 9-0 loss indoors at Chicago Stadium to break a first-place tie with the Bears at the end of the season. It was the NFL's first playoff game.

Portsmouth's stadium capacity was just 12,000. Meeting the payroll each week in the heart of the Depression was an adventure doomed to fail, especially when 10,000 fans would turn out on Fridays to watch the free scrimage, then only 3,000 would pay for Sunday's game.

But a syndicate, headed by George A. "Dick" Richards—owner of radio properties, including WJR in Detroit—saw a future in the group and paid a $15,000 franchise fee to the NFL, plus $7,952.08 to the Portsmouth owners to cover back expenses.

The silver and blue Lions were led on the field by Earl "Dutch" Clark, called in several newspaper articles of the time as "the greatest quarterback who ever lived."

Potsy Clark, a quarterback star at Illinois before World War I who once continued to play despite a broken jaw, began building the future Lions during a three-year stint in Portsmouth. He came to Detroit boasting the Lions were "players of character on and off the field," and he would emphasize conditioning.

Wrote Leo Macdonnell, sports editor of the old *Detroit Times*, "A playboy can't play on Potsy's team."

That inaugural Lions squad won its opener 9-0 against the New York Giants before 12,000 fans at the University of Detroit Stadium. Detroit went on to win its first 10 games—the first seven by shutouts, a record. But the Lions lost the last three by a total of 10 points and finished second in the Western Division to the 13-0 Chicago Bears.

The first setback was 3-0 Nov. 25 to Green Bay, followed by the first Thanksgiving Day showdown against the Bears, who won 19-10 at U. of D. Stadium, the Lions' home field. (They moved to spacious Briggs Stadium, home of baseball's Tigers, in 1938.)

An article in the *Times* said of that game: "In their last home game the Lions won them over. They became Detroit's own team, just as the Tigers and Red Wings are Detroit's own.

"The capture of the fans' loyalty and interest in that one game was worth a great deal more to George A. Richards and his associates than all the coins which clinked into the cash register."

Lions that year included Russian-born LeRoy "Ace" Gutowsky, a star fullback from Oklahoma City, and

Ernie Caddel
HALFBACK
Lion: 1934-38

ace halfback Ernie Caddel of Stanford. Nebraska's Glen Presnell alternated with Colorado College of Mines product Clark at quarterback and was the placekicker.

Others in the group included great blocker Pops (also called "Father") Lumpkin, a back—the original "Rambl'n Wreck" from Georgia Tech; All-American end Buster Mitchell from Davis-Elkins College; tackle George "Tarzan" Christensen of Oregon (all-pro in 1933); Big John Schneller, an end from Wisconsin; all-pro guard Grover "Ox" Emerson from Texas; and unanimous All-America center Chuck Bernard of Michigan.

In April, NFL president Joseph Carr presented Lions vice president and general manager Cy Huston to the public at a luncheon at the Hotel Statler to announce the move from Portsmouth.

Huston, in the story in the *Polish Daily Record*, said the Lions "will endeavor to give Detroiters a championship team in the National League this fall. This team, with other prospects we have, will assure Detroit a team second to none for sportsmanship and clean playing and a team that the city may be proud of.

"We will give the most courteous treatment to our Detroit fans and special attention will be given to a free coaching school to be started this fall for high school boys from all over the state."

The Lions saw the need early to win over the community with more than a winning team.

The club played before 134,269 that season, including 79,022 at home. Gate receipts (general admission was $1.10) totaled $115,658.46. Expenses were $144,393.98, leaving a loss of $28,753.52—but the Lions were good and it was clear they were in Detroit to stay.

Said Richards: "Bet your money that we will beat the Bears next season. Bet everything you have and if you lose I'll pay the freight."

He was right. The Lions' 7-3-1 (.700 percent) led the division over Green Bay's 8-4 (.666). Chicago's Cardinals were third (6-4-2) and the Bears last (6-5-1). Detroit defeated the Eastern Division champion Giants 26-7 before 12,000 in the sleet and rain at U. of D. in the league championship game to earn the "Ed Thorp Memorial Trophy."

Each Lion earned $300 for that victory.

Predecessors of the Lions in Detroit, though not all flops on the field, failed to hang on. They were the Detroit Heralds (1920-21), Detroit Panthers (1925-26) and Detroit Wolverines (1928).

The Heralds were a charter member of the American Professional Football Association, the original name of the NFL. No standings were kept the first year. In 1921 they had a 1-7-1 record.

The Panthers got a franchise when Jimmy Conzelman, later coach of the Cardinals, shelled out $500. It was one of the 20 teams that stretched from the east coast to Kansas City. The Panthers had an impressive 8-2-2 mark the first year, then fell to 4-6-2 the next, then out of existence the next.

"We simply were ahead of our time in Detroit," Conzleman said. "The town wasn't quite ready for pro football."

It wasn't ready in 1928, either. The city-sponsored team finished 7-2-1, but its star players from the area had become too old. Six years without pro football followed, then Richards and "most of the prominent names in town," according to a Colliers magazine article, moved the Lions in from Ohio.

Among those syndicate members were: L.P. Fisher, president of Cadillac Motor Corp.; William J. McAneeny, chairman of Hudson Motor Car Co.; Fred Matthaei, president of American Metal Products Co.; George Fink, president of Great Lakes Steel; H.J. Klingler, president of Pontiac Motor Car Co.; E.F. Roberts, vice president of Packard Motor Car Co.; Otto Kern, vice president of Ernst Kern Co.

Plenty has changed since then, to be sure. A glance at ads in the 10 cent program from 1934 tells some of that tale:—"Carney's English Tavern... Special Steak Dinners $1.00."

—"First In Value... Ford... $645 and up."

—"(Detroit) News Foot Ball Writers Cover All Lions Games."

—"Draft Beer at Home... call Pittmans & Dean."

—"Schmidt's Famous... America's Finest Beer."

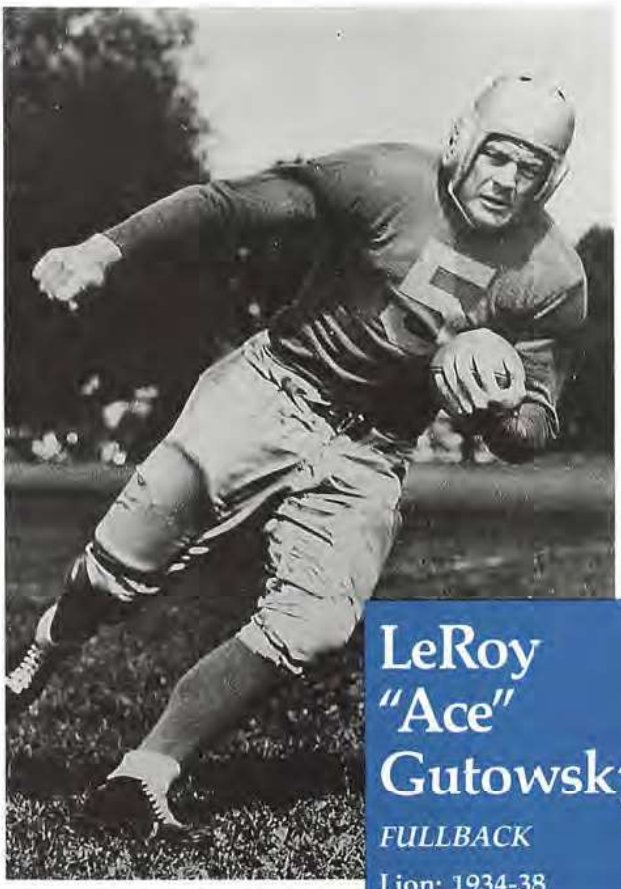
The man at the microphone on the "public addressograph system" was "Doc" Holland.

Games were broadcast by Bob Longstreet on WXYZ radio and to a Michigan network.

National radio broadcast of the Bears-Lions Thanksgiving Day game was handled by announcing legends Graham McNamee and Don Wilson.

Two lions cubs were Detroit's mascots. They were named "Grid" and "Iron."

Official songs included words to the tunes of "The Man in the Flying Trapeze" and "Barney Google."



LeRoy "Ace" Gutowsky

FULLBACK

Lion: 1934-38

1935 Detroit Lions NFL World Champs

Front Row, (left to right): Harry Ebding, Frank Christensen, Ace Gutowsky, G. A. Richards, Dutch Clark, Potsy Clark, George Christensen, Glenn Presnell, Ed Klewicki.

Second Row: Dr. C. E. Joseph, Ray Morse, Clare Randolph, Jim Stacy, Ernie Caddel, John Johnson, John Schneller, Jim Steen, Sam Knox, G. Conner Emerson, Aid Kushner.

Third Row: William Shepherd, Raymond Parker, Charles Vaughn, Elmer Ward, Regis Monahan, Anthony Kaska, Tom Hupke.

Tod Rockwell of the *Detroit Free Press*, writing of the Western Division Lions' 26-7 title victory in 1935 over the Eastern Division New York Giants, said:

"The Detroit line simply swept the Giants right out of the world title picture....Detroit excelled in virtually all departments, including generalship....

"Detroit linemen so conducted themselves as a unit that the Old Master (Dutch Clark) and his alternate, Glenn Presnell, apparently could call on any old play and it clicked....

"At no time during the game did Detroit appear to be other than a champion."

The game was played in the sleet and rain before 12,000 at the University of Detroit Stadium. By the end of the first quarter all 23 Lions had gotten in the game.

Fullback Ace Gutowsky bulled over right guard in the first for Detroit's first touchdown. Later in the quarter, Clark ran 42 yards for another TD.

The Giants' touchdown, a 42 yard pass from Ed Danowski to Ken Strong, came in the third quarter. But Detroit scored two more TDs in the final quarter, 3-yard runs by Ernie Caddel and Parker. Caddel's score came soon after a partially blocked punt and Parker's TD was on the third play after he intercepted a Harry Newman pass at the New York 35. (Newman was an All-American from the University of Michigan.)

Wrote H.G. Salsinger of the *Detroit News*: "The main difference between New York and Detroit yesterday was attitude or spirit. Detroit played more like an inspired college team. Detroit was fresh, fast and eager. New York was stale, slow and listless. Detroit was virile and energetic and New York was strictly mechanical."

The Lions earned $300 apiece as their winning share. Potsy Clark awarded an extra $55 to Harry Ebding, Sam Knox and Butch Morse for each blocking a punt.

Leo Macdonnell of the *Free Press* wrote, "The Tigers and Joe Louis moved over to make room for some more celebrated Detroiters—the Lions, new national professional football champions."

1949 Action

The Steelers Jerry Shipkey eludes Jim Gillette

The cheerleaders were William "Moon" Baker, William Bone, Gerald Polsin and Judy Tosha.

Winners with lucky program numbers could get a Lions-autographed football and two tickets to an upcoming game.

Not only did *The News, Free Press* and *Times* cover the team, so did the likes of the *Detroit Athletic Club News* and the *Electrical Refrigeration News* (which ran an eight-photo layout). And more than 100 theatres showed Lions newsreels.

The Lions maintained over .500 records until 1940, the year department store magnate Fred Mandel of Chicago bought the club after Richards was forced to sell due to ill health. Detroit wound up 5-5-1 to begin a slide that bottomed out in 1942 at 0-11 and foundered further until the amazing teams of the '50s.

Still, there were some big stars in the '40s, like Hall of Famers Bill Dudley and Alex Wojciechowicz, Byron "Whizzer" White, Johnny Greene, "Camp" Wilson and Frank Sinkwich, the first of eight Heisman Trophy winners to play for the Lions.

A name few may remember—yet perhaps the greatest Lions "hero" of them all was Maurice Britt, a 6-foot-4, 220 pound two-way end from the University of Arkansas. A college honor student, Britt had been sports editor of the *Arkansas Traveler* before his rookie year with the Lions in 1941.

Another rookie that year was 6-3, 220-pound John Tripson from Mississippi State. Both went off to fight in World War II, along with some other Lions.

Tripson won the Navy Cross.

Whizzer White earned a Bronze Star.

But Britt. He won the Medal of Honor. He served in the 3rd Infantry Division in Italy and earned his medal Nov. 10, 1943, "For conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty."

The citation continued: "Disdaining enemy handgrenades and close range machine pistol, machine gun and rifle (fire), Lt. Britt inspired and led a handful of his men in repelling a bitter counterattack by approximately 100 Germans against his company positions.... During the intense fire fight, Lt. Britt's canteen and field glasses were shattered; a bullet pierced his side; his chest, face, and hands were covered with grenade wounds. Despite his wounds, for which he refused to accept medical attention until ordered to do so... he personally killed five and wounded an unknown number of Germans, wiped out one enemy machine gun crew, fired five clips of carbine and an undetermined amount of M1 rifle amunition, and threw 32 fragmentation grenades...."

It goes on, but it's clear why Britt never was able to play again for the the Lions. Neither did Tripson or White—who is now a Justice of the U.S. Supreme Court.

Three years after the war, a group of Detroit businessmen, under the leadership of Edwin J. Anderson, bought the team for $165,000 and controlled it until 1964 when William Clay Ford, a grandson of automobile pioneer Henry Ford, became sole owner for $4.5 million.

1952 Detroit Lions NFL World Champs

Front Row, (left to right): Coach Buddy Parker, Doak Walker, Ollie Cline, Jug Girard, Pat Harder, Bob Hoernschemeyer, John Prchlik, Bobby Layne, Byron Bailey, Jim Hill, Jim David, Sherwin Gandee, Assistant Coach Aldo Forte.

Second Row: General Manager Nick Kerbawy, Equipment Manager Roy Macklem, Leon Hart, Gus Cifelli, Dick Stanfel, Vince Banonis, Thurman McGraw, Les Bingaman, Dick Flanagan, Jim Doran, Jim Martin, Jack Christiansen, Assistant Coach George Wilson.

Back Row: Assistant Coach Garrard Ramsey, Bill Swiacki, Cloyce Box, Stan Campbell, Bob Miller, Tom Dublinski, Lou Creekmur, Don Doll, Yale Lary, Blaine Earon, Jim Hardy, LaVern Torgeson, Assistant Coach Russ Thomas. Absent: Bob Smith.

Detroit finished the regular season in 1952 with a 9-3 record to lead the National Conference, but had to face the Los Angeles Rams in a playoff game to determine the title game opponent for the American Conference champ Cleveland Browns. The Lions beat LA 31-21 before 47,645 at Briggs Stadium in that contest. The Rams had been looking for their fourth straight conference title.

The championship game, Dec. 28, 1952, was at Cleveland Municipal Stadium and the Lions' were a 3 1/2-point favorite over Coach Paul Brown's Browns. A couple days earlier the Lions were an 8-point pick, prompting Parker to blurt, "Ridiculous!"

Detroit led 7-0 at halftime, having gotten a 2-yard touchdown on a quarterback sneak from Bobby Layne, the Texan and future Hall of Famer most credited with making Detroit a winner in the decade. He had been acquired by previous coach Bo McMillin from the New York Bulldogs for the princely sum of $37,000.

The Browns got a third quarter TD, but Detroit offset that with its own touchdown of the period, a 67-yard off-tackle spinning run by another eventual Hall of Famer , Doak Walker—who had been sidelined much of the season by injury. Harder added a Lions' field goal in the fourth quarter and the final score, before the crowd of 50,934, was 17-7.

Cleveland dominated statistically, 22 first downs to 10, 227 yards rushing to 199, and 157 passing to only 59 for the Lions. But Detroit had more key plays, none bigger than Don Doll's tackle of Marion Motley for a 5-yard loss near the Detroit goal line in a TD-thwarting stand in the third quarter.

Each Lion earned $2,274.77 for the victory—not to mention the $7.50 General Manager Nick Kerbawy gave each one for meal money.

Receiver Jim Doran was voted Detroit's most valuable player. Layne, Cloyce Box, Lou Creekmur, Thurman McGraw and Jack Christensen made the All-Pro team.

1953 Detroit Lions NFL World Champs

Front Row, (left to right): Yale Lary, Carl Karilivacz, Jim Doran, Bob Smith, Co-Captain Les Bingaman, Head Coach Buddy Parker, General Manager W. Nicholas Kerbawy, Co-Captain Doak Walker, Lew Carpenter, Sherwin Gandee, Jim David, LaVern Torgeson, Assistant Coach George Wilson.

Second Row: Dr. Richard A. Thompson, Equipment Manager Roy Macklem, Assistant Coach Buster Ramsey, Vince Banonis, Pat Harder, Harley Sewell, Joe Schmidt, Oliver Spencer, Dorne Dibble, Bobby Layne, Bob Hoernschemeyer, Ollie Cline, Jug Girard, Jack Christiansen, Gene Gedman, Robert Lee Smith, Publicity Director Bud Erickson, Trainer Grant Foster.

Back Row: Cloyce Box, John Prchlik, Tom Dublinski, Charles Ane, Leon Hart, Lou Creekmur, Jim Cain, Jim Martin, Dick Stanfel, Bob Miller, Thurman McGraw, Bob Dove, Assistant Coach Aldo Forte. Absent: Assistant Coach Russ Thomas.

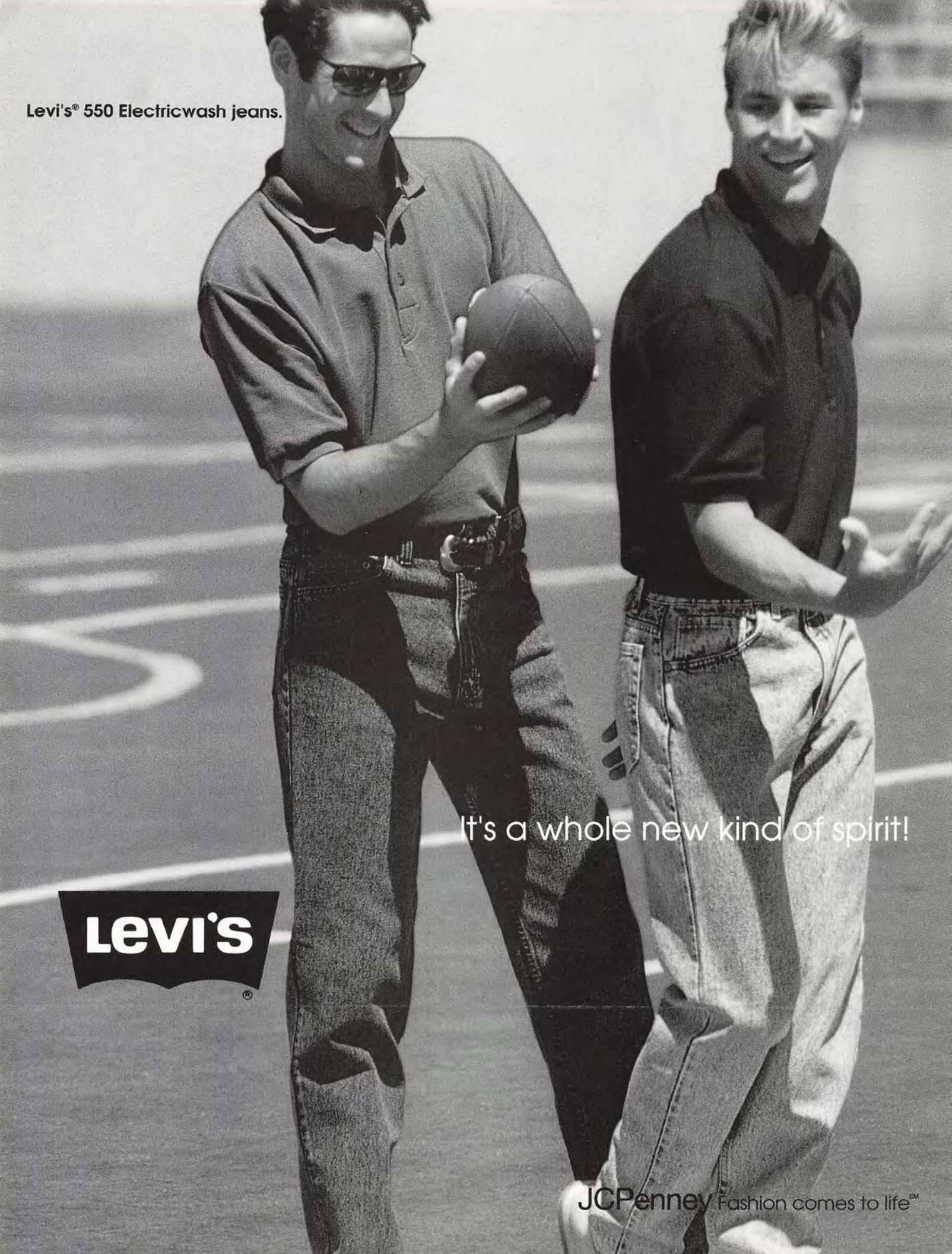
Detroit's third championship came in 1953, 17-16, in a rematch against the Browns before 54,577 at Briggs Stadium. The Lions had gone 10-2 for the regular season.

Detroit trailed 16-10 with four minutes left, but it took Layne just two minutes and four passes to tie the score—climaxed by Layne's 33-yard pass to Doran. Walker kicked the extra point, then rookie Carl Karilivacz stopped a last-ditch Cleveland effort with an interception.

"All afternoon Doran kept telling us, 'I can beat that guy (Warren Lahr) on an "up" and go all the way,' " Parker explained of the winning TD. He said assistant Aldo Forte called for the play from the press box, which also housed 141 football writers from all around the country.

Watson Spoelstra of *The Detroit News* quoted Layne as saying, with his inimitable drawl, when the Lions trailed, "Just give me the time, boys, and I'll get you into that All-Star game at Chicago."

Also praised for their defensive play were defensive ends Jim Cain, Sonny Gandee and Doran. Layne completed only 12 of 25 passes, but at least five passes were dropped. Counterpart Otto Graham had an embarrassing afternoon, connecting on just two of fifteen for four yards.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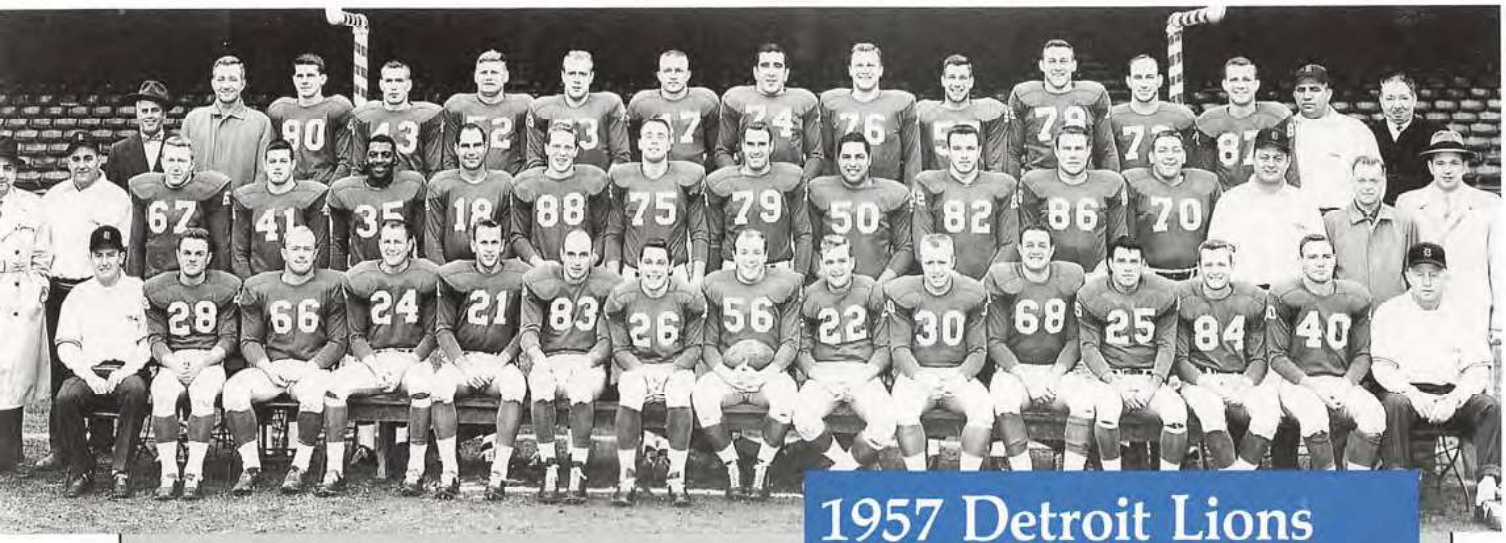


1957 Detroit Lions NFL World Champs

Front Row, (left to right): Assistant Coach Bob Nussbaumer, Yale Lary, Harley Sewell, Jack Christiansen, Carl Karilivacz, Jim Doran, Gene Gedman, Captain Joe Schmidt, Bobby Layne, Tom Tracy, Gene Cronin, Jim David, David Middleton, Howard Cassady, Assistant Coach John (Red) Cochran.

Second Row: General Manager W. Nicholas Kerbawy, Head Coach George W. Wilson, Stan Campbell, Terry Barr, John Henry Johnson, Tobin Rote, Steve Junker, John Gordy, Jerry Perry, Charles Ane, Leon Hart, Bob Long, Ray Krouse, Assistant Coach Garrard (Buster) Ramsey, Equipment Manager Roy Macklem, Publicity Director E. M. (Bud) Erickson.

Back Row: Team Physician Dr. Richard A. Thompson, Trainer Millard Kelley, Jerry Reichow, Gary Lowe, Frank Gatski, Ken Russell, Jim Martin, Bob Miller, Lou Creekmur, Roger Zatkoff, Darris McCord, Gil Mains, Dorne Dibble, Assistant Coach Aldo Forte, Box Office Treasurer Maurie Schubot.

Detroit's 8-4 mark in 1957 under Wilson was good for first place and a title matchup with Eastern Division winner Cleveland.

Wilson, an end on the 1940 Chicago Bears team that overwhelmed Washington 70-0 in the NFL title game, had taken over Detroit's coaching in the preseason when Parker quit.

Perhaps still smarting from their 1954 shellacking by the Browns, the Lions beat them 59-14 before 55,263 at Briggs Stadium behind the quarterbacking of Tobin Rote (with Layne on crutches on the sideline).

Asked about the game's turning point, Paul Brown said: "It didn't happen on the field, it was last summer when the Detroit Lions obtained Tobin Rote from Green Bay."

The Lions had five interceptions and three fumble recoveries. Rote completed 13 of 21 passes for 296 yards, including a 26-yarder to Steve Junker in the second quarter in which Rote ignored the call from the bench and pulled a fake field goal.

Detroit scored 17 points in the first quarter as Jim Martin booted a 31-yard field goal, then Rote and Gene Gedman each plunged over from the one. Jim Brown scored on a 29-yard run for Cleveland in the second quarter, then came the stunning TD pass to Junker that may have broken the Browns' backs. Terry Barr added a Lions TD on a 19-yard interception return.

Former Lion Lew Carpenter scored on a five yard run for Cleveland in the third quarter. But even though the Browns still trailed by 17, Paul Brown said, "I thought maybe we could come back all the way. Not after that pass. It killed us." The pass to which he referred was a 78-yarder from Rote to Doran for a touchdown. Rote followed that with a 24-yarder to Junker.

In the fourth quarter Detroit mopped up. Rote hit medical student Dave Middleton with a 32-yard TD pass, then Jerry Reichow came off the bench to hit Howard Cassady with a 16-yard scoring pass. Cassady, the Heisman trophy winner from Ohio State, was Detroit's top draft pick in 1956, signing for $14,000.

"I died sitting on the bench in San Francisco a week ago," Layne wrote in a Detroit News column, "but somehow I had a feeling I was going to enjoy this game...it's the greatest feeling in the world, even if I didn't have anything to do with it."

Lyall Smith of the Free Press, who later became the Lions' public relations director, wrote that the Lions "outcharged, outfought, outplayed and completely humbled the team which was playing its 11th title game since it was organized."

Brown said simply, "It was a hot day for Detroit and we were just plain cold."

Fearsome Foursome

(Left to right) Sam Williams, Roger Brown, Alex Karras, Darris McCord

The Lions dominated the NFL of the '50s, with four division titles and three league championships. Coach Buddy Parker's Lions won back-to-back championships in 1952 and 1953, beating the Cleveland Browns both years with the leadership of quarterback Bobby Layne and other eventual Hall of Famers like Doak Walker, Jack Christiansen and Yale Lary, along with Les Bingaman, Cloyce Box, Leon Hart, Bob Hoernschemeyer, Lou Creekmur, Jim Doran, Jug Girard, and many others.

Detroit won its division in 1954, but it was Cleveland's turn to win the championship game.

Parker left just before the start of the 1957 preseason and assistant George Wilson took over, promptly guiding the Lions to another NFL championship—once again against the Browns.

Although that was the Lions' last title, they finished second three consecutive years beginning in 1960 and were winners in the short-lived "Playoff Bowl" all three years. They also reached the playoffs after the 1970, 1982 and 1983 seasons.

Linebacker Joe Schmidt became perhaps the most prominent Lion beginning in the mid-'50s and his 13-year career evolved into a term as Detroit's coach.

Lions heroes of the '60s included Dick "Night Train" Lane, Wayne Walker, Nick Pietrosante, Terry Barr, Gail Cogdill, Roger Brown, Alex Karras, Dick LeBeau and John Gordy. Schmidt became coach in 1967 and in 1970 took Detroit to the playoffs, only to see his players lose a 5-0 heartbreaker to Dallas.

Monte Clark was the coach when Detroit lost in the 1982 playoffs to Washington and in the 1983 playoffs to San Francisco.

In 1975 the team moved north of Detroit into a new state-of-the-art stadium, the fiberglas-roofed Pontiac Silverdome, featuring the world's largest air-supported dome and seating more than 80,000.

Promising teams of the '70s kept falling a bit short, but nearly always around .500, as players like Mike Lucci, Ed Flanagan, Greg Landry, Charlie Sanders, Mel Farr, Lem Barney and Steve Owens became standouts.

Things looked bleak after the horrendous 2-14 campaign of 1979. But instead of signaling collapse for the '80s, the team rebounded with a 9-7 record in 1980. After their 1982-83 playoff years, the Lions struggled to get back at that level the rest of the decade. Stars, though, emerged, like Billy Sims, Eddie Murray and Doug English.

The arrival in 1989 of Heisman Trophy-winning running back Barry Sanders, along with the promotion of assistant coach Wayne Fontes to be Detroit's 17th head coach, may have signaled a turnaround destined to put the Lions back up toward their glory years of the '50s.

Also in 1989, General Manager Russ Thomas ended his 40-year tenure with the Lions by retiring and Chuck Schmidt took over as executive vice president and chief operating officer.

Solid drafts in recent years have given indications that a "Restore the Roar" marketing philosphy may indeed be appropriate. At any rate, there's certainly no question that *The Detroit News* was on the mark in 1934 with its assertion that pro football "has definitely taken hold" in Detroit.

Hall of Famers

by Larry Paladino

There's a stunning thread weaving through the list of Detroit Lions who are members of the National Football League Hall of Fame: *nine of the 10* played in the NFL in the 1950s!

Not all of them were teammates. And all weren't on Detroit roster during the decade. But all played in the NFL sometime during the so-called "Fabulous Fifties."

The exception was Earl "Dutch" Clark, the quarterback from the Lions' first year in Detroit.

There were some great players in his era of the '30s and a couple into the '40s. And there were some outstanding stars from the '60s to the present. But it will be up to the future Hall of Fame voters to judge who among those Lions will make the hallowed list.

Whomever the newcomers may be, they'll have to live up to the likes of: Jack Christiansen, Clark, Bill Dudley, John Henry Johnson, Dick "Night Train" Lane, Yale Lary, Bobby Layne, Joe Schmidt, Doak Walker and Alex Wojciechowicz.

Jack Christiansen, a sixth-round draft choice in 1951 from obscure Colorado A&M, was a longshot to make the Lions. His college weight was listed as 162 pounds, not a size conducive of playing in the offensive backfield of an NFL team. And up to that time no one considered drafting someone exclusively to play defense. Clark, himself from Colorado, and Lions rookie tackle Thurman McGraw (a Christiansen teammate at A&M), recommended him to Detroit coach Buddy Parker.

After just two years in the Lions' secondary, Christiansen was such a premier player that Parker's philosophy reversed to a defensive emphasis. "If I had to lose four good backs I'd rather give up the men on offense," he said. "You can always get someone to run the ball, but good defensive backs are hard to find."

And in Christiansen they found one who was the leader of a secondary that helped Detroit to three championships. The boss of "Chris' Crew" was all-league six consecutive years begin-

Jack Christiansen

DEFENSIVE BACK

Lion: 1951-58
Enshrined 1970

ning in 1952 and played in five Pro Bowl games.

Mac Speedie, a leading opponent receiver from that era, said: "We had a standard rule when we played Detroit: Don't throw in his area and don't punt to him."

Christiansen led the NFL in interceptions in 1953 and 1957 and holds the record for most punt return touchdowns in a career (eight) and in a rookie season (four in 1951). He is the only player ever to score two punt return TDs in a game twice in a season and in a career.

For his career he had 46 interceptions for 717 yards and three TDs, plus 85 punt returns for 1,084 yards and eight TDs.

His entire pro career was with the Lions, 1951-58. Christiansen was born Dec. 20, 1928 in Sublette, Kan., died June 29, 1986. He was inducted into the Hall in 1970.

Dutch Clark

QUARTERBACK

Lion: 1934-38
Enshrined 1963

Earl Harry "Dutch" Clark, in some newspaper articles from the '30s, was referred to as "the greatest quarterback who ever lived." The former Colorado College of Mines player began his pro career in 1931 with Detroit's predecessors, the Portsmouth (Ohio) Spartans and stuck around through 1938.

It didn't look like Clark would sign a contract after 1934, the Lions' first season in Detroit. But, according to a Detroit News article, "A 6 1/2 pound son is said to be one of the principle reasons Earl "Dutch" Clark decided to sign with the Lions."

He wound up being a charter member of the Hall of Fame in 1963 with other great legends of the sport like Red Grange and Bronco Nagurski. Said Grange: "Dutch was the hardest man in football to tackle. His change of pace fooled the best tacklers."

Nagurski said: "He looks like the easiest man on the field to tackle. The first time I tried to tackle him I thought I'd break him in two. But when I closed my arms all I was holding was air."

As quarterback Clark, a quiet but quick-thinking man, called the signals, but ran the ball much like a tailback would today. He was the NFL's last drop-kicking specialist. He was All-NFL six of his seven years and scoring champ three times.

Clark led the Lions in scoring four times, in passing twice and rushing twice. He was Detroit's player-coach in 1937 and 1938. His No. 7 has been retired by the Lions. Clark, who was born Oct. 11, 1906, in Fowler, Colo., died Aug. 5, 1978.

Bill Dudley, theoretically, didn't have the same tools as Clark, although he was Virginia's first All-American (in 1941). Dudley was considered small, slow, and with an unorthodox style. But attached to that came the followup praise: "exceptionally versatile and efficient."

How versatile and efficient? Enough so that in 1946, after having spent much of World War II in the military, he returned to win the rare NFL triple crown by leading in rushing, interceptions and punt returns—while with the Pittsburgh Steelers, who drafted him in 1942 as their No.1 choice.

Bill Dudley

HALFBACK

Lion: 1947-49
Enshrined 1966

He was the league's most valuable player in 1946, but quit football to coach at Virginia. However, the Lions—needing a big name for a slumping program—traded for his rights and talked him into playing again. He was with Detroit from 1947-49 and finished his career with the Washington Redskins, 1950-51, 1953.

Dudley led the Lions with 402 rushing yards in 1949 and in scoring his three years with the team. For his career he gained 8,147 yards, scored 484 points and had 23 interceptions.

Dudley, who was born Dec. 24, 1921 in Bluefield, Va., was inducted in 1966. He is president of the NFL Alumni Association.

John Henry Johnson, like Dudley, spent much of his career with other NFL teams. But in the first of his three years with Detroit, 1957, he led the team in rushing with 621 yards and helped the Lions to the championship. In his three Detroit seasons he piled up 1,145 rushing yards and 34 pass receptions. He scored eight touchdowns.

He was Pittsburgh's No. 2 draft choice in 1953, but after a year in Canada he returned to play with San Francisco, 1954-56. Pittsburgh finally got him, from Detroit in 1960, and he had his best years with the Steelers—including rushing for more than 1,000 yards in 1962 and 1964 when that total was a most remarkable barrier.

All told, Johnson totaled 6,803 yards and 48 TDs rushing, 186 receptions for 1,478 yards and seven TDs. He was born Nov. 24, 1929 in Waterproof, La., and was inducted in 1987.

John Henry Johnson

FULLBACK

Lion: 1957-59
Enshrined 1987

Dick "Night Train" Lane

DEFENSIVE BACK

Lion: 1960-65
Enshrined 1974

Night Train Lane was another who starred for other teams besides Detroit, beginning with Los Angeles Rams, 1952-53, followed by the Chicago Cardinals, 1954-59 before being traded to the Lions. He was a bone-jarring defensive back with Detroit from 1960 through 1965.

He joined the Rams as a free agent after four years in the Army and his rookie year was a spectacular one as he set an NFL interception record with 14 in 1952. A deadly open-field tackler, Lane was a gambler on the field who made spectacular plays. He was all-league five times and named to six Pro Bowls.

Lane also led the league in interceptions in 1954 with 10 and totaled 68 for his career, including 21 with the Lions—one of them an 80-yarder for a TD in 1960. Born April 16, 1928 in Austin, Texas, Lane was inducted in 1974. He is executive director of the Detroit Police Athletic League.

Yale Lary was exclusively a Lion after the team drafted him on the third-round in 1952. He was an 11-year fixture at right safety in a career interrupted from 1954-55 by military service. He was a great punter and a breakaway threat on kick returns.

An all-league performer four years, Lary played in nine Pro Bowls. He holds Detroit records for career punts (503) and punting average (44.3 yards), as well as season punting average (48.9 in 1963). His 50 career interceptions is third most in Detroit Lions history.

Lary was born Nov. 24, 1930 in Fort Worth, Texas. Like fellow Texan Layne, Lary helped the Lions to their championships in 1952, 1953 and 1957 as part of the "Chris' Crew" secondary that included Christiansen, Jimmy David, Don Doll and Carl Karlivacz. He was inducted in 1979.

Yale Lary

DEF. BACK/PUNTER

Lion: 1952-53, 1956-64
Enshrined 1979

Bobby Layne is perhaps the most talked-about Lion of all-time, not only for the way he led Detroit in its golden era, but for the stories told about his penchant for partying. "Once those things get started, they're hell to stop," he said once of all the stories about pre- and post-game carousing.

"If I had one regret about when I played it would be one thing. I had kids growing up at that time and it didn't help any. I would say that lots of ballplayers were probably doing the same thing I was doing. I just happened to be there at the time it started and, like I say, it's hard to stop the stories.... But you and I know, you can't play professional football 15 years without being able to perform."

And perform he did. The 1947 Texas All-American was noted for his ability to drive a team down the field under pressure. His passes often weren't picture spirals, but he got the job done, often with TD passes in the waning moments of a game. He won the 1953 title game with a TD pass in the last second.

Bobby Layne

QUARTERBACK

Lion: 1950-58
Enshrined 1967

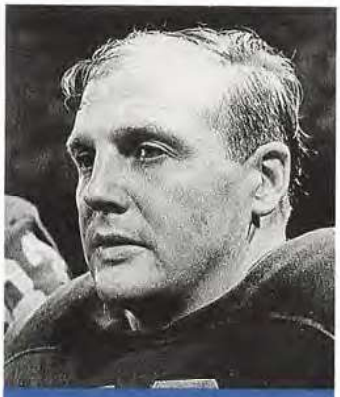
Layne, an All-NFL player in 1952 and 1956, eventually was called into service as a placekicker, helping him with the NFL scoring title in 1956 with 99 points. He led Detroit in passing eight times, 1950-57 and set Lions career marks for most yards passing (15,710), pass attempts (2,193), completions (1,074) and TD passes (118). He also owns Detroit's touchdown pass record for a season (26 in 1951) and passing yards in a game (374 vs. the Bears in 1950).

Layne's career statistics, including time with the Bears (1948), New York Bulldogs (1949) and Pittsburgh (1958-62), include 1,814 completions for 26,768 yards, 197 TDs, plus 2,451 rushing yards and 372 points scored. He was born Dec. 19, 1926 in Santa Anna, Texas and died Dec. 1, 1986. He was inducted in 1967 and his No. 22 has been retired by Detroit.

Joe Schmidt bridged several Detroit Lion eras, first as a linebacker pioneer player from 1953 through 1965, and later as coach, a job he was given before his 35th birthday and which he held from 1967-72.

Schmidt was one of the first middle linebackers in the NFL, something the Lions converted him to in 1955 when they switched from a five-man defensive front. Don Shula, Miami Dolphins coach who was a Detroit assistant during that era, said in 1962 that in the previous season Schmidt made only seven mistakes in judgement or execution out of 890 plays covering 14 games.

"The emergence of the 4-3 (defensive alignment) was a great thing for me," Schmidt said, "because



Joe Schmidt

LINEBACKER

Lion: 1953-65
Enshrined 1973

without it I wouldn't have got the notoriety and publicity."

The former University of Pittsburgh All-American, Detroit's No. 7 draft pick in 1953, was a superb leader who became all-league eight years and played in the Pro Bowl for nine consecutive years beginning in 1955. He was Detroit's captain nine years and MVP four times.

Schmidt's eight fumble recoveries in 1955 ranks as a Lions record and second most in NFL history. He had 24 interceptions for his career. He was an assistant coach for a year with Detroit before assuming the head coach job. In his six years in charge the Lions were 43-34-7. Born Jan. 18, 1932 in Pittsburgh, Schmidt was inducted in 1973. His No. 56 has been retired by Detroit.

Doak Walker, a three-time All-American from Southern Methodist, was winner of the Heisman Trophy in 1948 as the greatest player in college. His NFL career was brief, 1950-55, but all great years with the Lions, who retired his No. 37.

A sports writer once wrote of Walker: "He's not a great runner, not a great kicker, not very fast, but he's the greatest player I've ever seen."

Another stalwart from the championship era, halfback Walker was the NFL's Rookie of the Year and league scoring champ with a then-rookie record of 128 points in 1950. He also led the NFL with 96 points in 1955. Walker was all-league four years and played in five Pro Bowls. For his career he scored 534 points.

Walker ran 67 yards with the winning touchdown in the 1952 title game against Cleveland. He scored the first TD and kicked the winning point-after in the 1953 championship game, also against the Browns. He was born Jan. 1, 1927 in Dallas and was inducted in 1986.

Doak Walker

HALFBACK

Lion: 1950-55
Enshrined 1986

Alex Wojciechowicz, a center and linebacker, was a two-time Fordham All-American and one of the fabled "Seven Blocks of Granite" alongside guard Vince Lombardi. He was Detroit's No. 1 draft pick in 1938 and played in four games in the first week he was pro.

In a game at the beginning of his Lions career, "Alex the Great" once made four consecutive tackles on Washington star Andy Farkas at the goal line to thwart a touchdown. He was an iron man for 8 1/2 seasons with Detroit, where he was known for exceptionally wide center stance. He was with the Philadelphia Eagles, 1946-50, as strickly a defensive player.

An outstanding pass defender, he had 16 career interceptions. He played on two NFL title teams with the Eagles. Wojciechowicz was born Aug. 12, 1915 in South River, N.J. He was inducted in 1968. He also is a member of the Polish-American Sports Hall of Fame.

Alex Wojciechowicz

CENTER/LINEBACKER

Lion: 1938-46
Enshrined 1968

MICHIGAN SPORTS HALL OF FAME

Twenty-seven Lions are in the Michigan Sports Hall of Fame: Vince Banonis, Lem Barney, Les Bingaman, Cloyce Box, Christiansen, Clark, Gus Dorais, Ace Gutowsky, Farkas, Bob Hoernschemeyer, Alex Karras, executive Nick Kerbawy, Ron Kramer, Lane, Lary, Layne, Earl Morrall, Parker, John Pingel, owner George A. Richards, Charlie Sanders, Schmidt, Billy Sims, Walker, Bob Westfall, Whizzer White and coach George Wilson.

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Joe Schmidt, All-NFL eight years and nine straight Pro Bowls, sits with Vince Lombardi.

Joe Schmidt

-- by Chuck Klonke

First as a player, then a coach, now a fan . . . the Detroit Lions have been a big part of Joe Schmidt's life.

"When you spend 20 years in an organization like I did you're always interested," says Schmidt, who became the standard by which middle linebackers were measured. "I hope every season turns out well because I know the time and effort that's put into it."

A lot of seasons turned out well when Schmidt was wearing the familiar No. 56 for the Lions.

He broke into the NFL in an auspicious manner, helping the Lions win the NFL championship in 1953, the year he was Detroit's seventh-round draft pick out of Pittsburgh.

The Lions won a division title in 1954 and took another NFL title in 1957, beating the Cleveland Browns 59-14 in the championship game. After that game, Schmidt was carried off the field by the exuberant fans who stormed the Briggs Stadium turf after the final gun.

Detroit remained a contender during the early 1960s, but those were the years of the Green Bay Packers' dynasty.

"We had winning teams, but it seemed we were always just a whisker away from having a great season," Schmidt recalls. "A few plays here or there and we might have had a couple more championships."

Schmidt was a major part of the Lions' success. It seemed like he was always in on a tackle from his middle linebacker position.

"He makes so many tackles it's actually embarrassing to broadcast the games," former play-by-play man Van Patrick once said. "I keep calling Joe's name so much during an afternoon that I'm sure the fans who are listening are convinced I'm making it up."

Schmidt retired after the 1965 season, became an assistant coach for two years and then replaced Harry Gilmer as head coach before the 1967 campaign. He guided the team to a playoff berth in 1970, winning the last five games of the regular season to finish 10-4 and earn a wild-card invitation.

Schmidt says the linebacking position has changed a bit since his days as a player.

"The outside linebacking position, especially, has changed," he observes. "They're looking for fast, big kids who can rush the passer, players like (Michael) Cofer, who's a great athlete. It hasn't changed as much for inside linebackers, though. The range and location is a lot like it was years ago."

Schmidt enjoys watching players like the Lions' Chris Spielman perform.

"He's a throwback to the days when we played," Schmidt says. "He looks like he loves the game."

Schmidt has no regrets about playing during the era of the 1950s, although the players earn a lot more money today.

"Who knows if I'd have even made the team today?" he muses. "I feel very fortunate to have played 13 years and coached seven years and to have made the Hall of Fame. I don't feel I was cheated a bit."

Schmidt is now a successful businessman in the Detroit area and a typical fan.

"I have season tickets to the Lions and I watch the game like any other fan. I get excited when they make a great play and when something doesn't work, I'll second-guess like everybody else," he adds with a grin.

You used to hate it when he told you what to do. Now sometimes you wish he would.

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1957 NFL Title Drive

The Detroit Lions couldn't help hearing the halftime announcement as they trudged off the field at Kezar Stadium.

"Tickets are now on sale for next week's championship game with the Browns," boomed the voice of the public address man.

It certainly looked like the San Francisco 49ers were going to be Cleveland's opponent in the 1957 NFL championship game. The 49ers had built a 24-7 halftime lead over the Lions in the Western Division playoff and showed no signs of letting up.

As the Detroit players sat quietly in their locker-room, contemplating the first half, insult was added to injury. The only sound came from the adjoining room, where the San Francisco players were unable to restrain their exuberance.

"We could hear them laughing," said quarterback Tobin Rote, who had taken over for Bobby Layne when Layne suffered a broken ankle. "The walls were paper thin and as we sat there we could hear them laughing and yelling about how they were going to spend their championship game money. We couldn't do much but sit and listen."

Not until they stepped back on the field. Then the Lions turned their anger into action.

San Francisco took the kickoff to open the second half and marched deep into Detroit territory to make the score 27-7 on Gordie Soltau's field goal 2:22 into the third quarter.

No one, including the most rabid Lions fans, thought those were the last points the 49ers would score.

Detroit's defense, which was riddled by Y.A. Tittle's passing in the first half, came to life. So did the offense, as Coach George Wilson turned to Tom (The Bomb) Tracy, who had carried the ball only once in the last four regular-season games.

Tracy scored two touchdowns within 61 seconds to trigger the comeback, bringing the Lions to 27-21 late in the third quarter. Early in the final period, Gene Gedman plunged into the end zone from the two and Jim Martin kicked the extra point to put Detroit ahead 28-27.

The Lions scored their final three points on Martin's field goal after an interception by middle linebacker Joe Schmidt, capping one of the greatest comebacks in NFL history.

"Quit? These guys don't even know what the word means," said Wilson, who took over as coach from Buddy Parker on the eve of the season-opener after Parker abruptly resigned, saying, "This is the worst team I've ever had . . . I can't do anything with it."

A week after beating San Francisco, the Lions put the finishing touch on one of the great seasons in the club's history by crushing the Cleveland Browns 59-14 in the NFL title game. **-- by Chuck Klonke**

Detroit Lions

Thanksgiving Day-1962

One writer called it "the 20 minutes that rocked the football world . . . 20 minutes in which the Detroit Lions thrust themselves among the great teams of gridiron lore."

He was talking about the Lions' 26-14 victory over the powerful Green Bay Packers on Nov. 22, 1962.

It was a Thanksgiving Day few Lions fans will ever forget.

From the opening kickoff through the first few minutes of the second quarter, Detroit dominated a team that had won 19 straight games and was on its way to a second straight NFL championship.

The total destruction of the Packers was seen by 57,598 fans who jammed Tiger Stadium and millions others who watched the national telecast.

Detroit's Fearsome Foursome of Roger Brown, Alex Karras, Sammy Williams and Darris McCord had 11 sacks, 10 of them against future Hall of Famer Bart Starr for 110 yards in losses. Seven other times Green Bay runners were dropped behind the line of scrimmage.

Brown, the 303-pound tackle from Maryland, led the defensive charge which produced nine of the Lions' 26 points. Williams ran six yards for a touchdown after Brown tossed Starr for a loss and the quarterback fumbled. Brown added two points of his own when he dropped Starr in the end zone for a safety.

"I got to know (Brown) pretty well," Starr said somberly after the game.

The Thanksgiving Day massacre was sweet revenge for the Lions, who had dropped a heart-breaking 9-7 decision to the Packers earlier that season when Herb Adderley picked off a pass from Milt Plum late in the game to set up the winning field goal.

Joe Schmidt, the Lions' middle linebacker and defensive captain, called the game "the best since I've been here as far as manhandling the other team's offensive line is concerned.

"They are supposed to be the greatest offensive line in football and we threw them around like bags of straw. Bart Starr must have thought he was a Thanksgiving wishbone when we started bending him two or three ways at the same time," Schmidt continued.

The defense dominated as Detroit built a 26-0 lead early in the third quarter, but there were offensive standouts. Gail Cogdill snared touchdown passes of 34 and 27 yards from Plum for the game's first two scores, Tommy Watkins darted in, out and around the Packers' defense for 55 yards and fullback Ken Webb picked up 62 yards. **-- by Chuck Klonke**

Thanksgiving Day-1970

The natives were getting restless when the Lions fell behind the Oakland Raiders 14-0 early in the first quarter of their Thanksgiving Day game in 1970.

Detroit's players heard the cascade of boos raining down on them from many in the Tiger Stadium crowd of 56,597.

The Raiders weren't helping the Lions' disposition, either. The game was barely seven minutes old and some Oakland players were joking and jeering.

"They were over there laughing when they got those two touchdowns," veteran linebacker Wayne Walker said after the game. "I've been here 13 years and we haven't always had good teams, but nobody ever laughed at us before on the field. It was like laughing at my mother. This is the only loyalty I have and they were smirking and smiling and laughing at us."

A couple hours after the Lions roared back to win 28-14, linebacker Mike Lucci strolled over the Raiders head coach John Madden.

"You ought to wait until you've won the ball game before your guys start laughing," Lucci told Madden.

There were a lot of heroes for the Lions that chilly afternoon. Tight end Charlie Sanders caught two of the three touchdown passes thrown by Greg Landry, a scrambling young quarterback who had taken over from Bill Munson as the Lions' starter only two weeks earlier.

Mel Farr rushed 20 times for 121 yards, including an 11-yard burst for a touchdown, and Altie Taylor hauled in another scoring strike from Landry.

Defensively, the crew headed by veterans Walker, Lucci and Alex Karras kept 43-year-old George Blanda, who had been making a habit of miracle comebacks that season, from thrilling another national television audience.

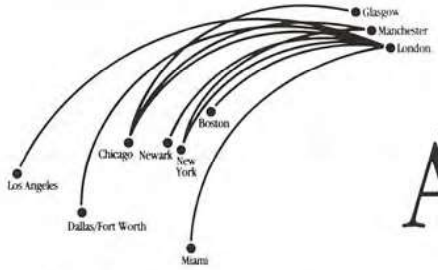
But the day really belonged to Sanders, the brilliant tight end who made a diving catch at the goal post to tie the game shortly before halftime, and then put the Lions ahead in the fourth quarter when he grabbed the ball as he was falling backward.

"I saw the ball and I figured I didn't have a chance," Sanders said of the tying touchdown. "I said, 'What the heck, I'll dive for it like I was taught in high school.' It hit and stuck."

The comeback against the Raiders was the first of five straight victories for the Lions, who finished 10-4 in 1970 and earned a berth in the playoffs for the first time since their championship season of 1957.

-- by Chuck Klonke

Detroit Lions



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Billy Sims' Debut Game

The decade of the 1980s began and ended with two of the finest running backs in Lions' history making their NFL debuts.

Detroit had finished last in 1979 and earned the dubious distinction of selecting first in the NFL college draft in 1980. It was a foregone conclusion the Lions would pick a Heisman Trophy-winning back. The question was which one.

Oklahoma's Billy Sims won the award as a junior in 1978, but the following year Southern California's Charles White took the Heisman home. Both players were eligible for the draft in 1980 and the Lions took Sims.

It didn't take them long to find out they made the right choice.

Detroit opened the 1980 season in Anaheim, Calif., against the Los Angeles Rams in a game that looked like the year's biggest mismatch. The Rams went to the Super Bowl in 1979 while the Lions went home with a 2-14 record, but the mismatch turned into a huge upset.

Predictions of a rout took on more meaning when the Rams' Drew Hill returned the opening kickoff by Detroit rookie Eddie Murray 98 yards for a touchdown.

That was the last time the Los Angeles fans had something to cheer about.

The addition of Sims made it clear the Lions weren't the same team that had the league's worst record in 1979. Sims was the catalyst as the Lions roared from behind to beat the Rams 41-20, spoiling their debut in Anaheim Stadium.

Sims scored three touchdowns on runs of one, 12 and 41 yards. He carried the ball 22 times for 153 yards. He caught two passes. On one of the receptions he turned a simple turn-in pattern over the middle into a 60-yard third-quarter gain during Detroit's drive to the go-ahead touchdown.

"It was a great way to break in," Sims recalls. "We felt it would be a tough game because the Rams had just gone to the Super Bowl, but we jumped on them and stayed on them.

"It was a tremendous feeling for me and the whole team. I remember thinking, 'It can't get any better than this.' "

Sims was the NFL Rookie of the Year in 1980 with a Lions' record 1,303 yards and 13 touchdowns. He broke his own record in 1981 with 1,437 yards and 13 more touchdowns.

Sims rushed for more than 1,000 yards in three of his five seasons with Detroit. His career ended with a knee injury at Minnesota on Oct. 21, 1984, but he became the Lions' all-time rushing leader on his final attempt, finishing with 5,106 yards, one more than Dexter Bussey. -- **by Chuck Klonke**

Eric Hipple's Debut Game

The Detroit Lions needed a lift before their Monday night battle with the Chicago Bears on Oct. 19, 1981.

They had dropped four of their first six games and a big chunk of their offense was going to be missing because Billy Sims had a toe injury and wouldn't play.

In an attempt to shake some life into the club, Coach Monte Clark decided to start a virtual unknown at quarterback. Eric Hipple began the season as the third-string signal caller and his only game action was as the holder for Eddie Murray's placekicks.

Now Hipple was being called on to replace Jeff Komlo, who had replaced the ailing Gary Danielson, in one of the Lions' most important games of the season.

"It was obvious we weren't doing a thing with our passing game and we needed a change," Clark said when he announced Hipple would be the starter.

The Lions coaches showed their confidence in the second-year pro from Utah State when they announced in the lockerroom before the game that the first offensive play would be a pass.

Hipple launched a 48-yard bomb to Freddie Scott on the opening play and it was the beginning of a storybook debut as a starter for Hipple.

He threw four touchdown passes and ran for two more scores as the Lions routed the Bears 48-17. At one point in the second half, Hipple threw for touchdowns on three straight passes.

Hipple completed 14 of 25 passes for 336 yards and it was apparent that Clark's gamble had paid off.

Hipple took the performance in stride.

"It's not too good to be true," he said after the game. "I don't intend to have a letdown. I don't want it to quit."

It didn't. Hipple led the Lions to six victories in their last 10 games and Detroit stayed in the race for the NFC Central Division title until it lost to Tampa Bay in the season finale. **-- by Chuck Klonke**

Barry Sanders' Debut Game

In 1989, another Heisman Trophy-winning running back from an Oklahoma school made an impressive debut with the Lions.

It was Barry Sanders, a 5-foot-8, 203-pound speedster, who signed with the Lions on Sept. 8 and played in his first NFL game two days later. Sanders electrified the Silverdome crowd when he entered the game in the third quarter and scooted 18 yards the first time he touched the ball.

Running a variation of one play, Sanders finished with 71 yards in nine carries and scored a touchdown, but couldn't help the Lions avoid a 16-13 defeat by the Phoenix Cardinals.

Sanders finished his rookie season as the NFC's leading rusher with 1,470 yards and 14 touchdowns, eclipsing Sims' records in both categories.

Sanders' performance earned him praise from friend and foe alike.

"He's got a talent I've never seen on a football field before," said Minnesota Vikings defensive lineman Keith Millard. "I think he's going to set all kinds of records. The guy is just unbelievable."

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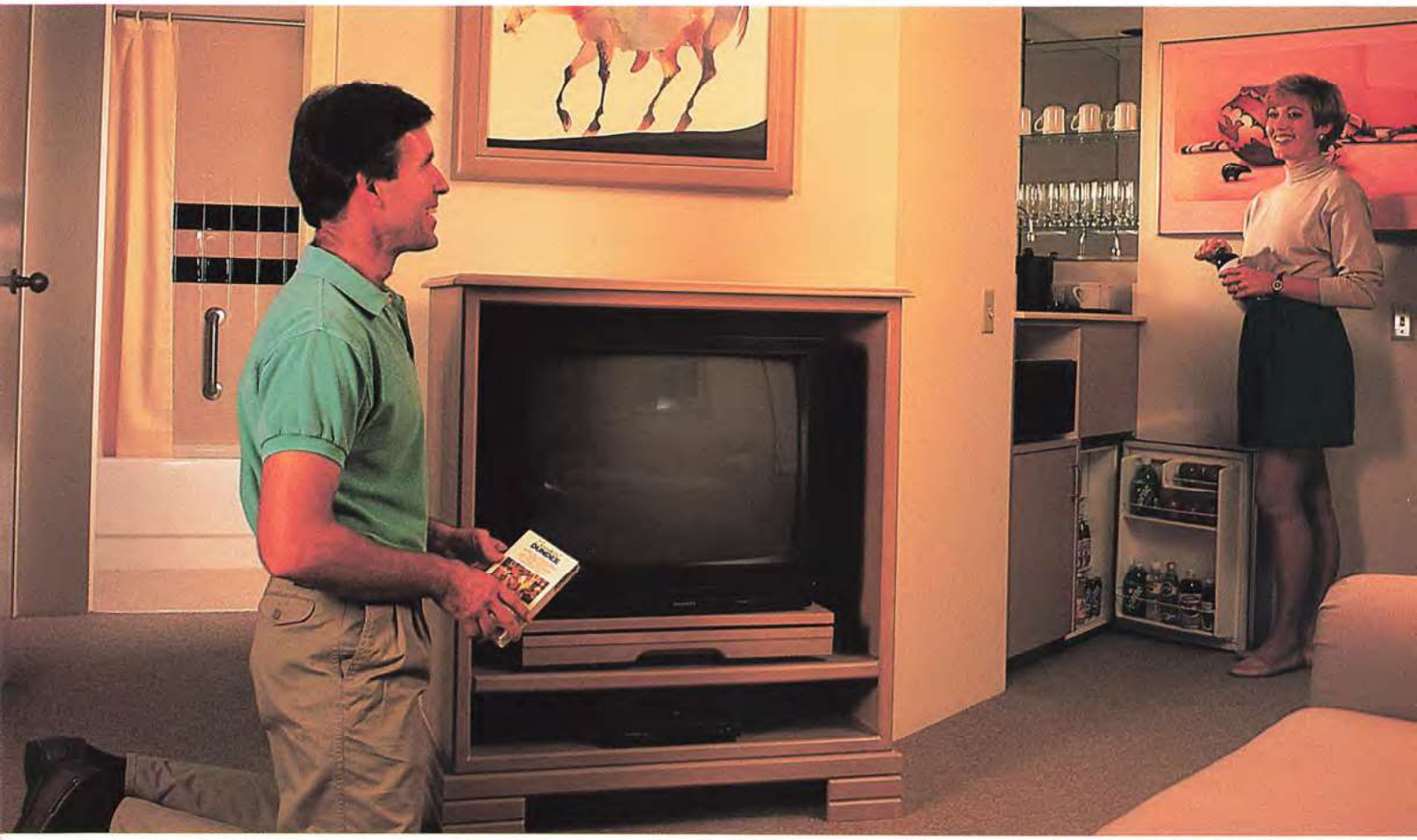

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PRO BOWL LIONS

Lions' All-time Pro-Bowl Roster

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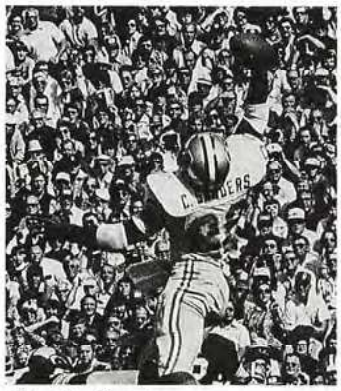

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Barry Sanders

Derrick Thomas, the outstanding linebacker for the Kansas City Chiefs, had just finished watching game films of the Lions and Barry Sanders and it did nothing to boost his confidence for the game ahead.

"You can only hope to tackle Barry," Thomas says. "He never seems to run at you, only away from you."

Sanders has run away from a lot of defenders in his two seasons in the NFL. He burst on the scene as a Heisman Trophy-winning rookie from Oklahoma State in 1989 and rewrote the Lions' record book. His 1,470 yards and 14 touchdowns erased Billy Sims' name in those categories. Sanders led the NFC in rushing and was only 10 yards behind NFL leader Christian Okoye of Kansas City — on 90 fewer carries.

Last season Sanders started in right where he left off. He led the NFL in rushing with 1,304 yards and was named a Pro Bowl starter for the second year in a row. No Lion has ever rushed for more yards than Sanders in back-to-back seasons.

Sanders' achievements don't surprise his teammates.

"By the time you get to where Barry is, he isn't there anymore," says nose tackle Jerry Ball, a two-time Pro Bowler himself.

That's been Sanders' plan.

"I've always tried to avoid tacklers instead of trying to run guys over," Sanders says. "I prefer not to take the hits because I don't think anyone can sustain that amount of blows in a short period of time and have longevity."

Although he's considered by many to be the premier running back in the NFL today, Sanders is the same unassuming player he was when the Lions drafted him with the third pick overall in 1989.

"I'm just a regular person," he says. "This is just a phase in my life. I'm fortunate to be in this position, but inside I'm no better than anyone else."

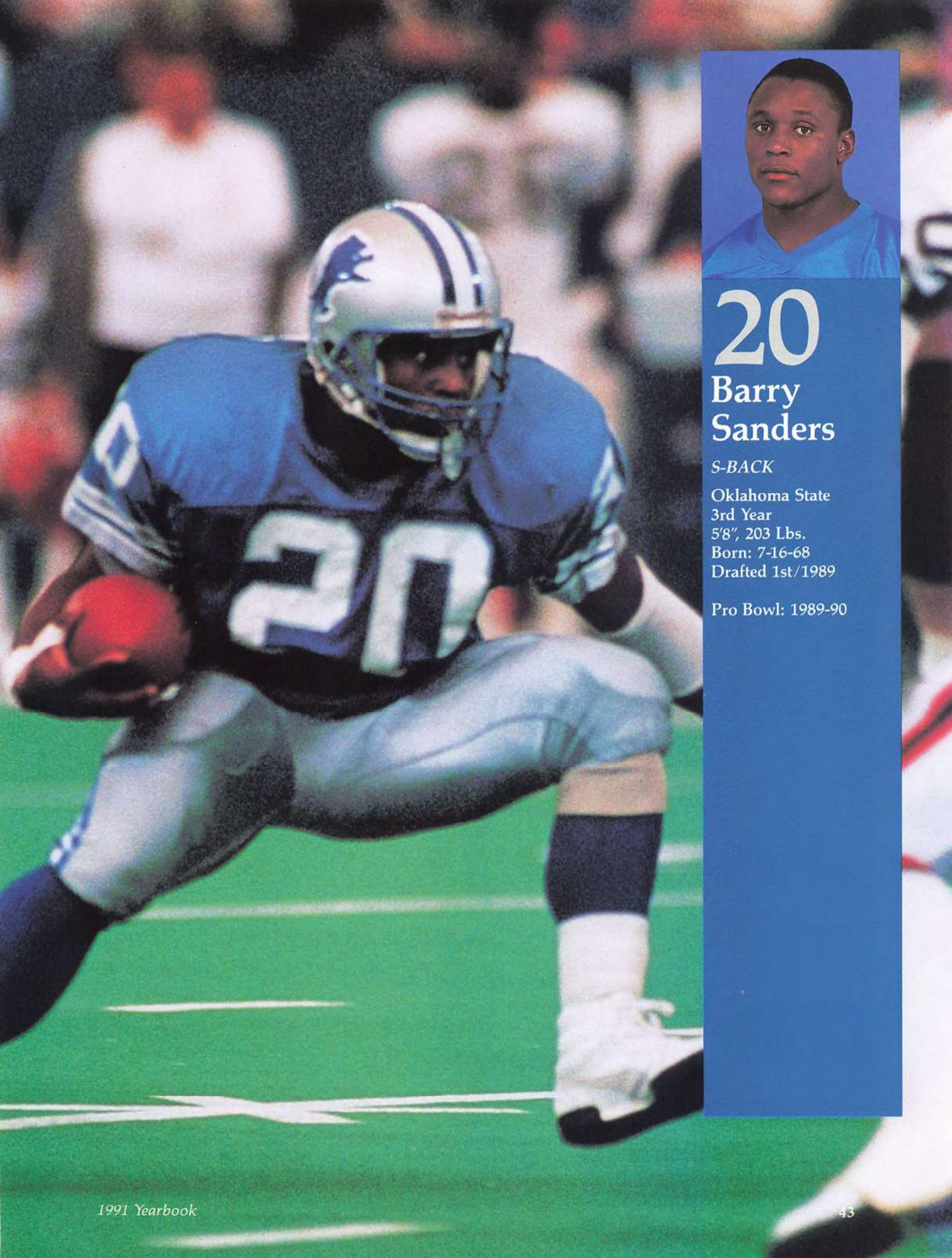
Sanders shrugs off talk about him being one of the greatest running backs in NFL history.

"You have to show consistency over a period of years before you can even talk about that," he says.

No less an expert than former Chicago Bears star Walter Payton thinks he's there already.

"He's better than I was," says the NFL's all-time rushing leader. **-- by Chuck Klonke**

Detroit Lions



20
Barry Sanders

S-BACK

Oklahoma State
3rd Year
5'8", 203 Lbs.
Born: 7-16-68
Drafted 1st/1989

Pro Bowl: 1989-90

Chris Spielman

Chris Spielman had only one thing on his mind while he was growing up in Massillon, Ohio.

"All I ever wanted to do was be a professional football player and I took it for granted that anybody could do it if they wanted it badly enough," says the Lions two-time Pro Bowl linebacker. "I always knew I'd play in the NFL."

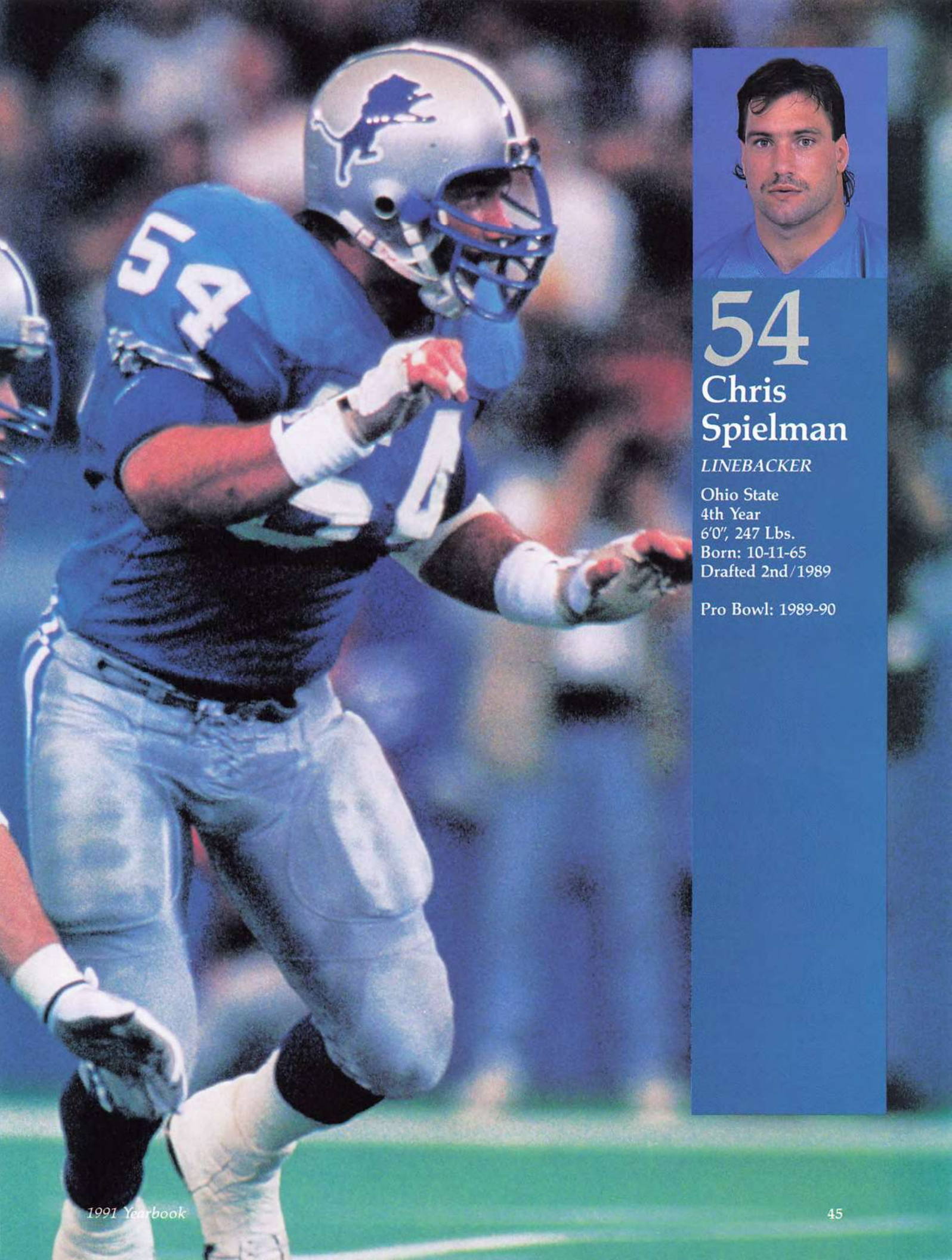
A lot of things in Spielman's formative years pointed in that direction. He grew up in a sports-oriented family with the emphasis on football. His father was a high school coach. He and his brother, Rick, were the stars on the team.

"I was never forced into football, but it's something I was around all the time and I wouldn't change it for anything," Spielman says. "I've been attending two-a-days since 1972."

Spielman went on to be a prep All-American at Washington High in Massillon, and had his picture on a Wheaties box. He was a two-time All-American at Ohio State and by his second season with the Lions he was a Pro Bowl selection.

Few players are more dedicated than Spielman. During the off-season he was at the Silverdome every day at 6:30 a.m. to work out. When the season starts he's watching game films before the sun is up.

"People ask me why I do it. It's because nobody else does," Spielman says. "Watching films every morning gives me an edge. If I didn't do the little things, I wouldn't be where I am today. I'd be a good player, but not as good as I could be." **-- by Chuck Klonke**



54
Chris Spielman

LINEBACKER

Ohio State
4th Year
6′0″, 247 Lbs.
Born: 10-11-65
Drafted 2nd/1989

Pro Bowl: 1989-90

Jerry Ball

Jerry Ball knows what playing nose tackle in the NFL entails.

"You have to have the right temperament," says the Lions' two-time Pro Bowler. "You can't be selfish. A nose guard is like a kamikaze pilot . . . you give up your body for the cause."

And get little recognition, Ball might have added.

Nose tackles don't often have their name called over the stadium public address systems for making a lot of tackles. That bit of glamor is for the linebackers and defensive backs, but that doesn't make the nose guard position any less important.

"The linebackers are only as good as the defensive line, just like the running backs are only as good as the offensive line," says Detroit linebacker Dennis Gibson.

Coach Wayne Fontes agrees.

"A good nose tackle makes the two inside linebackers better," he points out. "He might not get the accolades, but the success of the 3-4 defense depends on the nose tackle."

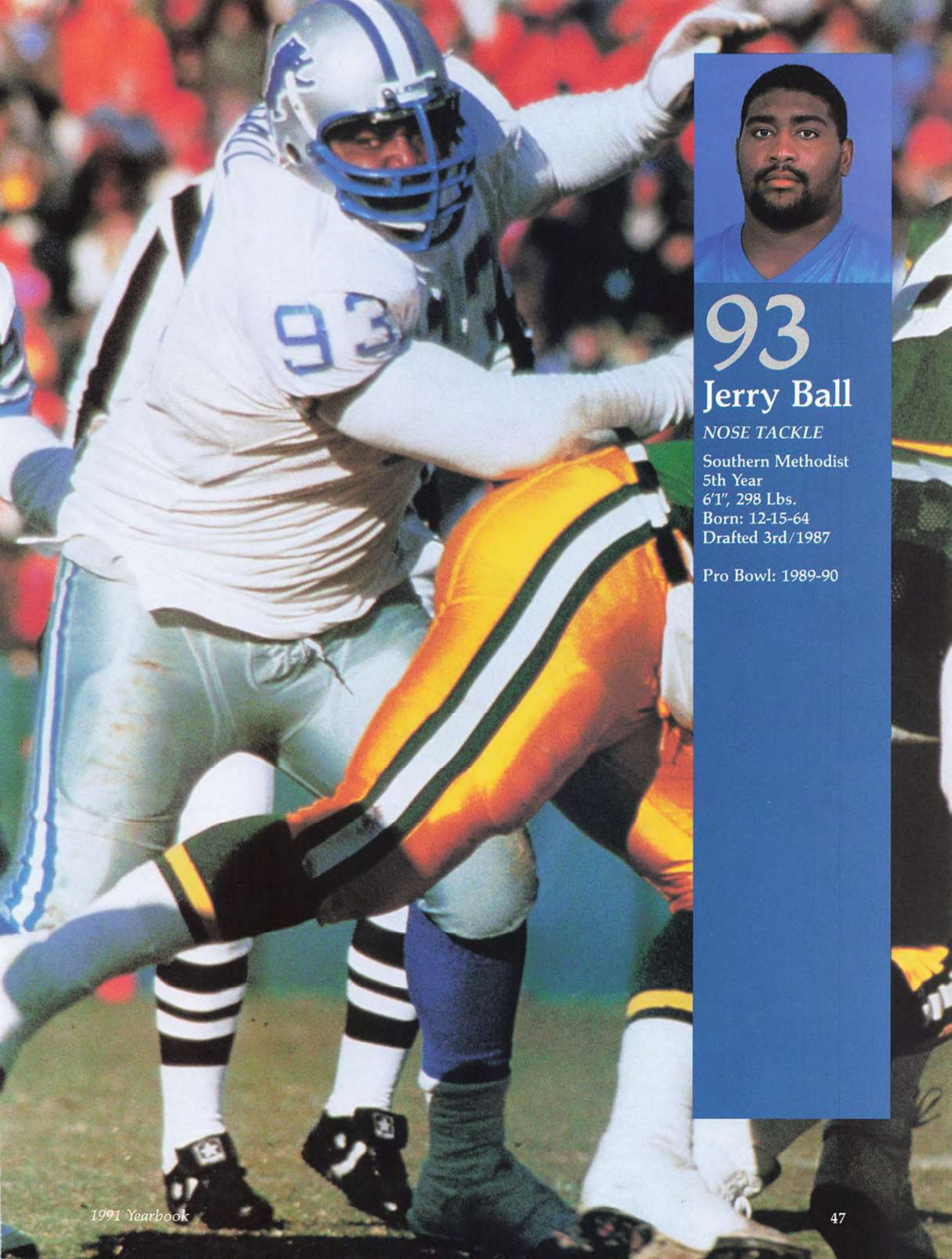
If the nose tackle can occupy two offensive linemen, it leaves one of the linebackers free to make tackles. It's a dirty job, but somebody has to do it.

"If you can't force the offense to put two blockers on you to control you and the middle of the line, then you've failed," Ball says.

Although he carries nearly 300 pounds on his 6-foot-1 frame, Ball displays great agility. He can dunk a basketball. He can pick up a groundball at third base. He can drive a golf ball more than 300 yards. He can cover every inch of a racquetball court.

"I play all the sports," Ball says. "Guys look at my build and say 'This stubby little guy can't do it,' but I do."

Like many other Lions, the former Southern Methodist All-American is active in charitable causes. Ball chairs the "Kids Enjoy Yourself Stay Drug Free" program and works with the Todd Phillips Boys House for abused children. -- **by Chuck Klonke**



93
Jerry Ball

NOSE TACKLE

Southern Methodist
5th Year
6'1", 298 Lbs.
Born: 12-15-64
Drafted 3rd/1987

Pro Bowl: 1989-90

Mel Gray

It's hard to believe, but Mel Gray once begged off from doing kick return duties.

"It was a part of the game I never wanted to do when I was in college and high school," Gray says. "I never returned a punt until I was with the (New Orleans) Saints in 1987. There's such a big risk of being injured and it takes a lot of mental toughness along with physical toughness."

Gray, who finished second in the NFC in kickoff returns and third in punt returns in 1990, didn't start returning kicks on a regular basis until he was with the Los Angeles Express in the old United States Football League in 1985.

Now he has become so proficient at the task that he made his first Pro Bowl appearance last winter and was named to numerous All-Pro teams as a kick return specialist.

Gray's long returns provided an instant spark on many occasions last season.

"There's nothing like a big play from the special teams on game day," says special teams coach Frank Gansz. "Mel has the ability to spark his teammates. He's a very inspirational person."

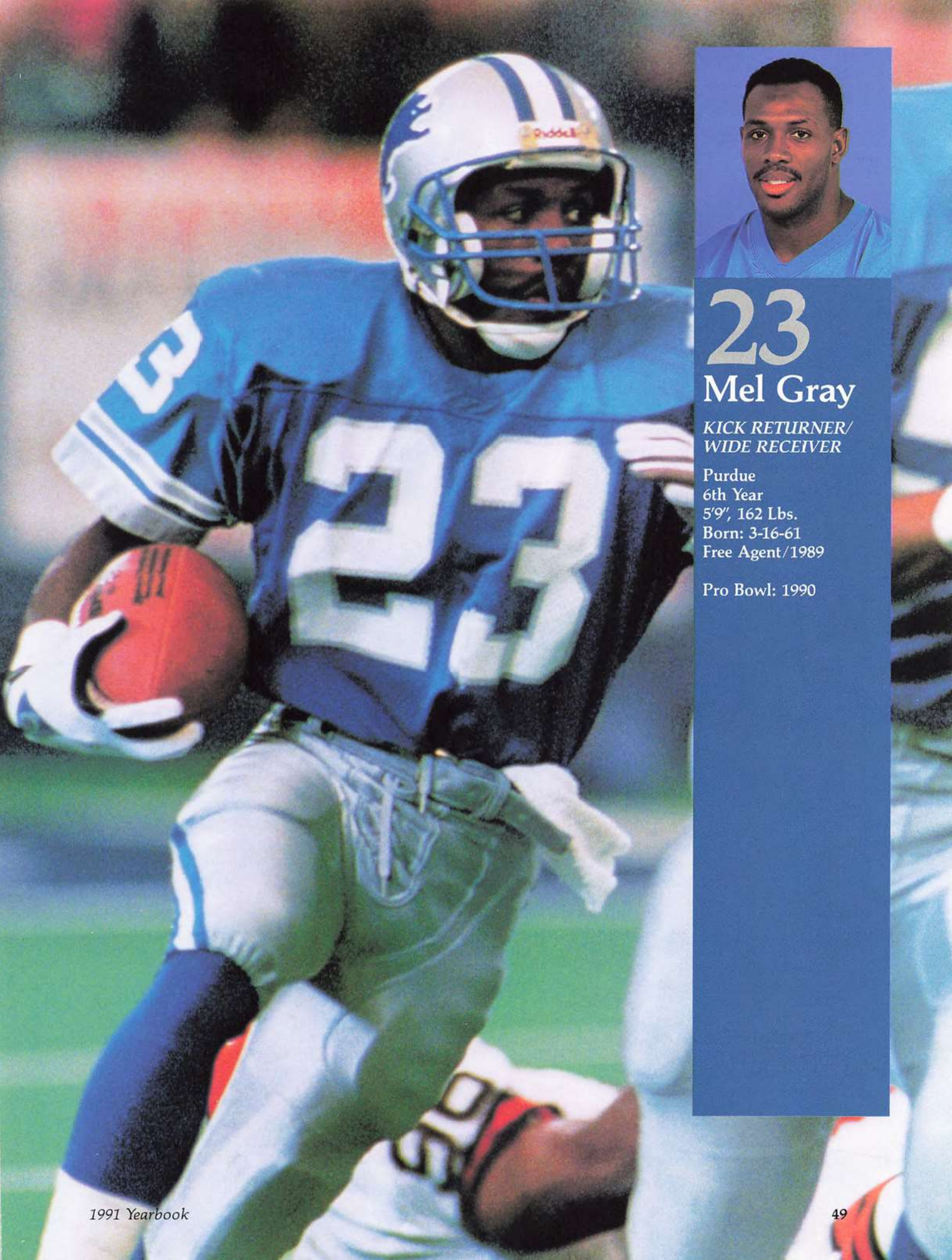
Gray, 30, once aspired to be a standout running back in the NFL, but now he's happy being among the best return specialists in the league.

"I still miss playing running back, but now my job is returning kicks and I'm happy with that," he says. "I couldn't see myself, at 170 pounds, carrying the football 20 or 25 times a game and absorbing the punishment Barry (Sanders) does."

Although he's one of the top return specialists in the league, Gray isn't going to rest on his laurels.

"I don't look at it as if I'm one of the best. I look at it as if I still have a lot to accomplish. I want to be the best the league has ever seen. Whatever I've accomplished so far, I want to improve on," Gray says.

-- by Chuck Klonke



23
Mel Gray

KICK RETURNER/
WIDE RECEIVER

Purdue
6th Year
5'9", 162 Lbs.
Born: 3-16-61
Free Agent/1989

Pro Bowl: 1990

Lomas Brown

Steady is the word that describes offensive tackle Lomas Brown.

Brown has been the starter at left tackle for 58 consecutive games and last season was named to the Pro Bowl for the first time in a career that began in 1985 when he was the Lions' No. 1 draft pick out of Florida.

Quarterbacks put their careers on the line every time they leave the pocket and it's people like the 6-foot-5, 287-pound Brown who protect them from the pass rush from the Tim Harrises, Lawrence Taylors and Chris Dolemans of the world.

"Left tackle is one of the toughest assignments on the offensive line because you're usually asked to block the other team's best rusher," Brown says. "I know the quarterbacks appreciate it if you do your job because it's their blind side and they don't want to take too much punishment from that side."

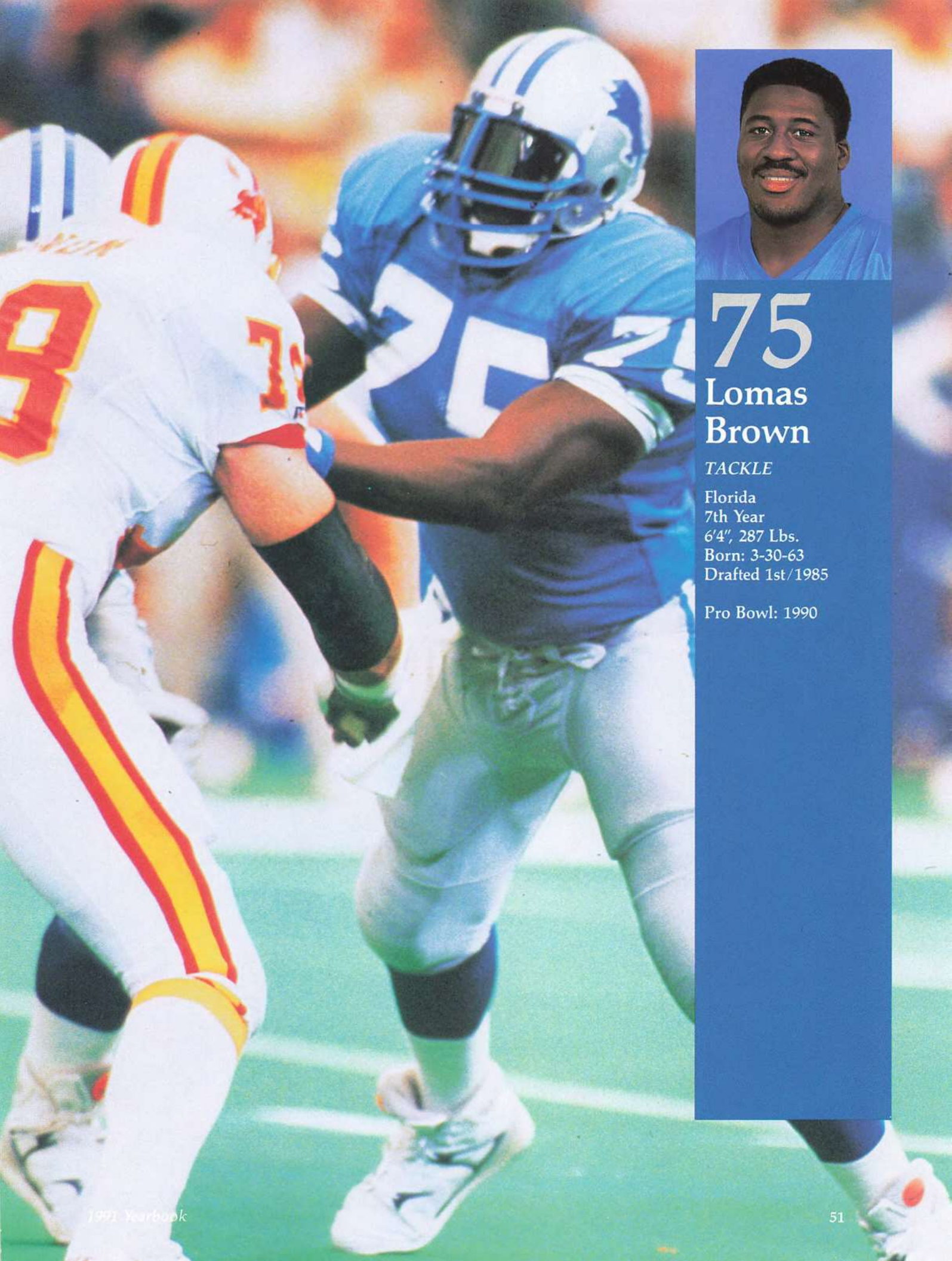
Brown was hampered last season by a knee that required off-season arthroscopic surgery, but was always ready by game day.

"Lomas plays hurt a lot of the time," says fellow lineman Ken Dallafior. "You never see him miss a practice, even though he has to limp through one sometimes. Some guys will just decide to shelf it if they're hurting, but not Lomas. He's earned a lot of respect that way."

Brown has also earned respect for the way he's performed against the best pass rushers the NFL has to offer.

"He really fires up to meet the challege," says offensive line coach Jerry Wampfler. "You'll see some guys go into a shell when they face one of the real tough rushers, but Lomas challeges them."

Brown is very active in community affairs. He recently established the Lomas Brown Foundation to help support children's charities. He funded a $2,500 annual scholarship for students from Pontiac Central and Northern high schools and established "75 for 75", a program which allows 75 youngsters from Big Brothers/Big Sisters to attend training camp and a regular-season game. **-- by Chuck Klonke**



75
Lomas Brown

TACKLE

Florida
7th Year
6'4", 287 Lbs.
Born: 3-30-63
Drafted 1st/1985

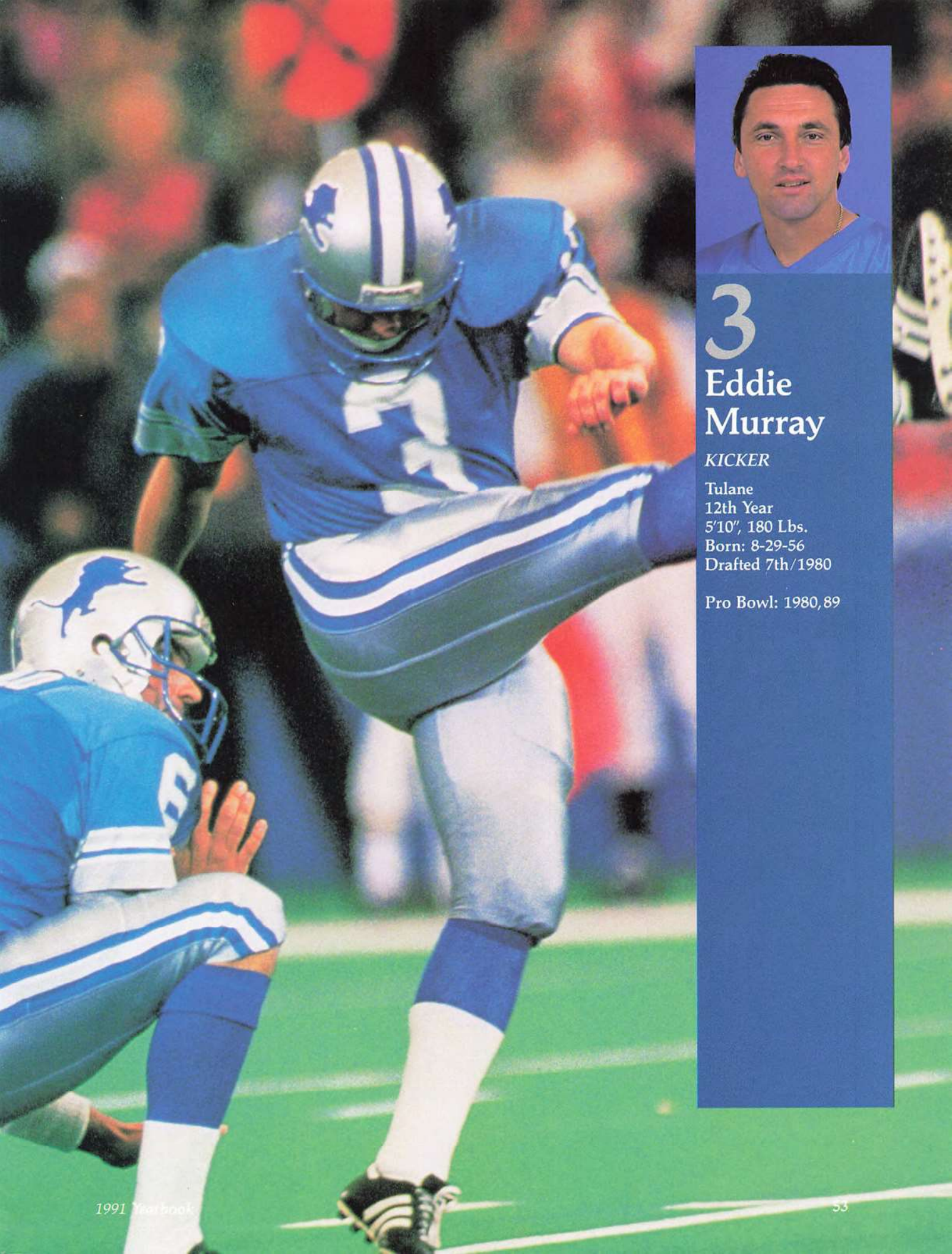
Pro Bowl: 1990

55 Michael Cofer

LINEBACKER

Tennessee
9th Year
6'5", 244 Lbs.
Born: 3-16-61
Drafted 3rd/1983

Pro Bowl: 1988

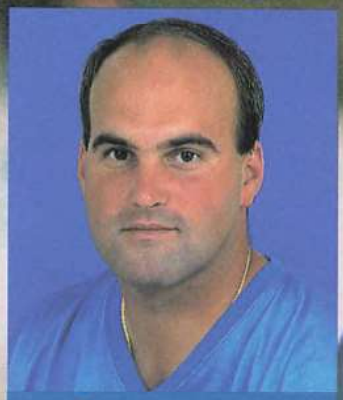


3
Eddie Murray

KICKER

Tulane
12th Year
5'10", 180 Lbs.
Born: 8-29-56
Drafted 7th/1980

Pro Bowl: 1980, 89



6
Jim Arnold

PUNTER

Vanderbilt
9th Year
6'3", 211 Lbs.
Born: 1-31-61
Free Agent/1986

Pro Bowl: 1987-88

REVIEW & PREVIEW

1990 Review

Lions Experience Growing Pains During Fontes' Second Season

Long before the 1990 season began, Detroit Lions' head coach Wayne Fontes cautioned anyone who would listen that his second year as head coach of the Detroit Lions would undoubtedly be his most difficult. Fontes felt this way despite the Lions' five-game winning streak at the end of the 1989 campaign and the awesome rookie performance of Bary Sanders.

Fontes didn't waver from his proclamation when the Lions went undefeated in the preseason. If anything, he became even more convinced that the 1990 campaign would be one in which the team would experience the growing pains that most NFL teams usually endure during a rebuilding program.

Unfortunately for Fontes and the Lions, the 1990 season turned out to be just as the head coach had forecast — one in which the team experienced many highs, but more lows en route to a 6-10 record chock full of frustrations and near-misses.

"I've always felt the second season would be the hardest," Fontes said. "You are still in the middle of a transitional period and if you had any success in your first year as we did near the end, you won't sneak up on anybody.

"We've added almost 50 new players since I took over. You don't make that sweeping a change without some struggles. We struggled this past season, but look at some of the greatest coaches this game has ever known and a lot of them struggled in their second year," Fontes said. Bill Walsh won just six games in his second season. Chuck Noll won five games. And those two coaches won seven Super Bowls between them.

"We were not going to sneak up on anybody this season and we couldn't afford any key injuries," Fontes said. "But we got the injuries early in the year when we nearly lost half of our starting defense. We were not good enough to lose one or even two starters, let alone a host of starters. And it took awhile for our offense to get untracked. But once we got our players healthy and our offense started clicking, we were a pretty good team at the end of the year."

"I said before the season began that we should not be judged solely on our record, but on if we've made progress and we did," Fontes said. "I know we're a better team and I know our players know we're a better team. We will win some games in the future because of how we lost some games this season."

Fontes and company can take comfort in the fact that the Lions did make progress in a number of areas in 1990, especially on the offensive side of the football. The Lions' "Run & Shoot" offense tied an all-time club record with 46 touchdowns and scored 373 points — the second highest single-season total in team history. The Lions registered 3,285 passing yards in 1990, which is the third-highest total in team history, while the 24 TD passes thrown by Lions' quarterbacks this past season more than doubled the total of 11 in 1989.

And of course there was Barry. While it might seem hard to imagine, the Lions' all-world running back was even better in 1990 as he became the first Lion to lead the National Football League in rushing since 1940 when Byron "Whizzer" White led the league with 514 yards. Sanders rushed for 1,304 yards on 255 carries (5.1 avg.) and also registered 462 yards on 35 receptions for a total of 1,766 all-purpose yards. In his rookie season, Sanders had 1,752 total offensive yards — 1,470 rushing and 282 receiving.

Lions' 1990 Statistics

RESULTS (6-10-0) and ATTENDANCE

Lost	DETROIT .. 21	TAMPA BAY ... 38		(54,728)
Won	DETROIT .. 21	ATLANTA 14		(48,961)
Lost	DETROIT .. 20	at Tampa Bay ... 23		(55,075)
Lost	DETROIT .. 21	GREEN BAY 24		(64,509)
Won	DETROIT .. 34	at Minnesota ... 27		(57,586)
Lost	DETROIT .. 24	at Kansas City .. 43		(74,312)
Won	DETROIT .. 27	at New Orleans .. 10		(64,368)
Lost	DETROIT* . 38	WASHINGTON . 41		(69,326)
Lost	DETROIT ... 7	MINNESOTA ... 17		(68,264)
Lost	DETROIT ... 0	at N. Y. Giants .. 20		(76,109)
Won	DETROIT .. 40	DENVER 27		(73,896)
Lost	DETROIT* . 17	at Chicago 23		(62,313)
Lost	DETROIT .. 31	L. A. RAIDERS 38		(72,190)
Won	DETROIT .. 38	CHICAGO 21		(67,759)
Won	DETROIT .. 24	at Green Bay ... 17		(46,700)
Lost	DETROIT .. 10	at Seattle 30		(50,681)

* denotes OT

TEAM STATISTICS

	DETROIT	Opponents
TOTAL FIRST DOWNS	281	335
Rushing	112	141
Passing	152	175
Penalty	17	19
3rd Down: Made/Attempts	53/164 32%	106/222 48%
4th Down: Made/Attempts	7/14 50%	12/16 75%
TOTAL NET YARDS	4984	5734
Average Per Game	311.5	358.4
Total Plays	871	1080
Average Per Play	5.7	5.3
NET YARDS RUSHING	1929	2388
Average Per Game	120.6	149.3
Total Rushes	367	532
NET YARDS PASSING	3055	3346
Average Per Game	190.9	209.1
Tackled/Yards Lost	44/273	41/279
Gross Yards	3328	3625
Attempts/Completions	460/242	507/319
Percent of Completion	52.6	62.9
Had Intercepted	20	17
PUNTS/AVERAGE	63/40.6	62/40.8
NET PUNTING AVERAGE	35.3	33.0
PENALTIES/YARDS	88/731	97/798
FUMBLES/BALL LOST	29/16	30/18
TOUCHDOWNS	46	49
Rushing	19	22
Passing	24	21
Returns	3	6
TIME OF POSSESSION	417:19	562:48
Average Per Game	26:04	35:10
AVERAGE POINTS PER GAME	23.3	25.8

SCORE BY PERIODS

	1	2	3	4	OT	Total
LIONS' TOTAL	111	102	65	95	0	373
Opponents Total	86	122	83	113	9	413

SCORING

	TDR	TDP	TDRt	PAT	FG	S	TP
Sanders, B	13	3					96
Murray				34-34	13-19		73
Clark		8					48
Johnson		6					36
Peete	6						36
Karlis				12-12	4- 7		24
Greer		3					18
Campbell		2					12
Wilder		1					6
Williams		1					
Matthews	1						6
White, W		1					6
Crockett		1					6
LIONS' TOTAL	19	24		3 46-46	17-26		373
Opponents Total	22	21		6 48-48	23-30	1	413

FIELD GOALS	1-19	20-29	30-39	40-49	50+	Total
Murray	0- 0	6- 6	4- 6	3-5	0- 2	13-19
Karlis	0- 0	3- 3	1- 3	0- 0	0- 1	4- 7
LIONS' TOTAL	0- 0	9- 9	5- 9	3- 5	0- 3	17-26
Opponents Total	1- 1	9- 9	8-11	4- 7	1- 2	23-30

Murray (); (); (25,33); (34x,50x,51x,44x); (32,23); (); (); (); (); (); (24,32,43,45); (34,35x); (47); (26); (41x,22); (24)
Karlis (); (); (); (); (); (21); (39x,52x,25,39); (26); (37x); (); (); (); (); (); (); ()

"x" Denotes Field Goal Missed

RUSHING

	No.	Yds.	Avg.	LG	TD
Sanders, B	255	1304	5.1	45t	13
Peete	48	365	7.6	37	6
Gagliano	46	145	3.6	22	0
Ware	7	64	9.1	30	0
Wilder	11	51	4.6	13	0
LIONS' TOTAL	367	1929	5.3	45t	19
Opponents Total	532	2388	4.5	55t	22

RECEIVING

	No.	Yds.	Avg.	LG	TD
Johnson	64	727	11.4	44t	6
Clark	53	932	17.6	57	8
Sanders, B.	35	462	13.2	47t	3
Matthews	30	349	11.6	52	1
Greer	20	332	16.6	68t	3
Campbell	19	236	12.4	51	2
Farr	12	170	14.2	44	0
Phillips	8	112	14.0	29	0
Wilder	1	8	8.0	8t	1
LIONS' TOTAL	242	3328	13.8	68t	24
Opponents Total	319	3625	11.4	68t	21

PUNTING

	No.	Yds.	Avg.	TB	In20	LG	Blk
Arnold	63	2560	40.6	5	10	59	0
LIONS' TOTAL	63	2560	40.6	5	10	59	0
Opponents Total	62	2530	40.8	6	8	57	0

PUNT RETURNS

	No.	FC	Yds.	Avg.	LG	TD
Gray	34	7	362	10.6	39	0
Campbell	1	0	0	0.0	0	0
LIONS' TOTAL	35	7	362	10.3	39	0
Opponents Total	29	10	234	8.1	24	0

KICKOFF RETURNS

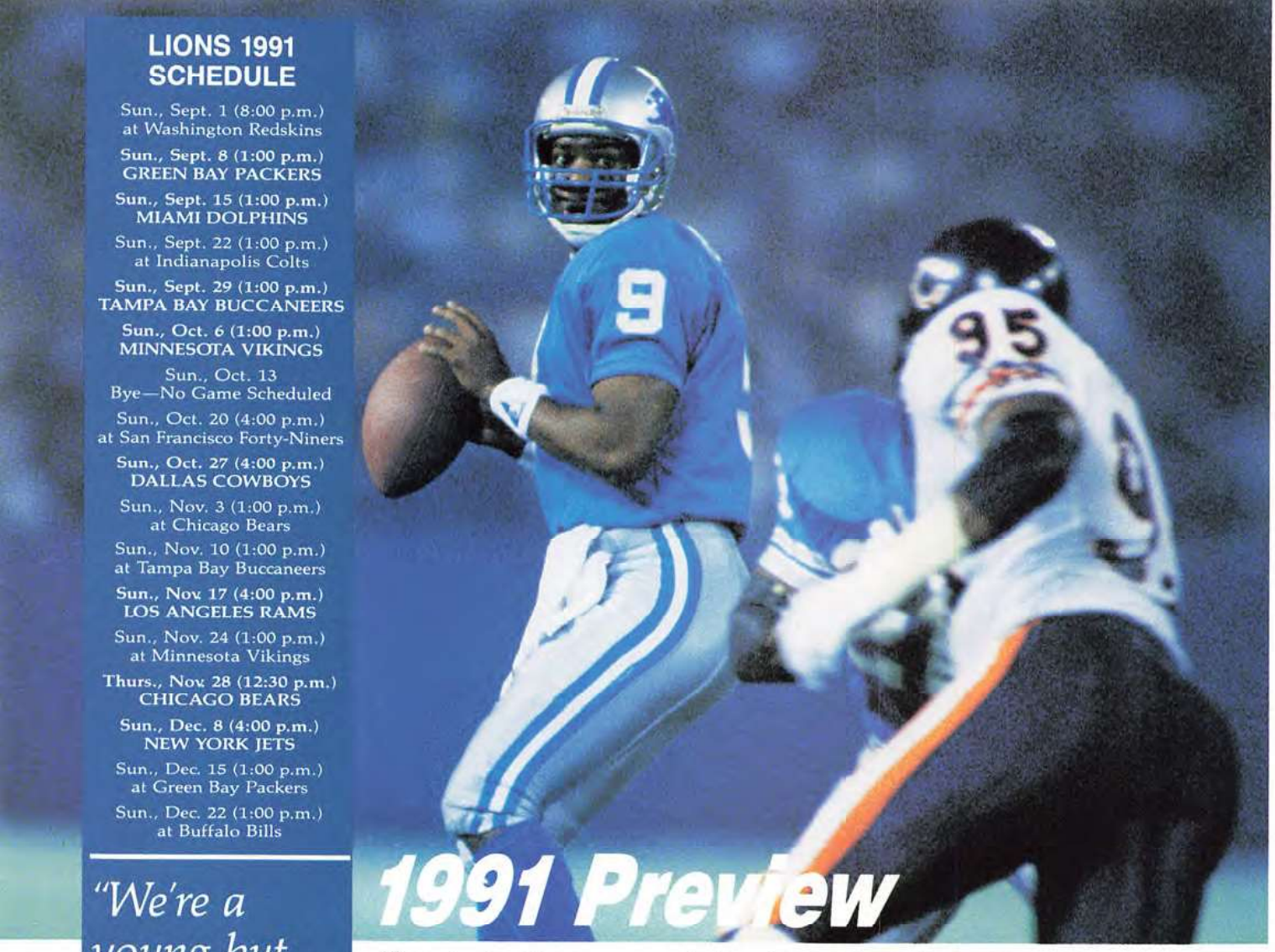
	No.	Yds.	Avg.	LG	TD
Gray	41	939	22.9	65	0
Oldham	13	234	18.0	42	0
Campbell	12	238	19.8	38	0
Phillips	2	43	21.5	23	0
Andolsek	1	12	12.0	12	0
McKnight	1	0	0.0	0	0
LIONS' TOTAL	70	1466	20.9	65	0
Opponents Total	70	1229	17.6	76t	1

PASSING

	Att.	Comp.	Yds.	Pct.	Avg./Att.	TD	%TD	Int.	%Int.	LG	Sack/Yds.	Rating
Peete	271	142	1974	52.4	7.28	13	4.8	8	3.0	68t	27/168	79.6
Gagliano	159	87	1190	54.7	7.48	10	6.3	10	6.3	44	13/83	73.6
Ware	30	13	164	43.3	5.47	1	3.3	2	6.7	33	4/22	44.1
LIONS' TOTAL	460	242	3328	52.6	7.23	24	5.2	20	4.3	68t	44/273	75.5
Opponents Total	507	319	3625	62.9	7.15	21	4.1	17	3.4	68t	41/279	83.8

DEFENSIVE STATISTICS

Name Tackles:	Total	Solo	Asst.	Sacks/Yards	Ints/Yards	Pass Def.	FUMBLE Force	FUMBLE Recovery
Spielman	108	79	29	2.0/20	1/12	2	1	2
White, W	106	78	28	5/	120	14	1	
Blades	83	61	22	1.0/10	2/25	3		1
Cofer	77	63	14	10.0/57	1	2	1	2
Gibson, D	68	60	8			2	2	1
Williams, J	60	49	11	3.0/8		4	3	
Crockett	59	53	6	1.0/14	3/17	10	2	2
McNorton, B	56	49	7		1/33	10		
Ferguson	56	41	15	3.0/22		1		
Ball	50	38	12	2.0/18			1	
Owens	46	32	14	3.0/20		2		
Jones	44	40	4	1.0/1	1			
Jamison	43	39	4	2.0/14			1	
Caston	38	28	10			2	1	1
Irvin	32	32			1/22	11	1	
Welch	27	21	6		1/16	4		1
Oldham	25	23	2		1/28	1		
Hayworth	21	18	3	4.0/34			2	1
Brooks, K	14	12	2	1.0/11		1		
Noga	13	13						
Carrington	12	12						1
Brown, M	12	11	1					
Duckens	11	10	1	3.0/16			1	1
Spindler, M	11	9	2	1.0/10				
Taylor, T	10	8	2					
Pete	9	7	2					
White, S	8	7	1				1	
LIONS' TOTAL	1137	930	207	41.0/279	17/273	73	14	18
Opponents Total	783	687	96	44.0/278	20/346	81	18	16



1991 Preview

LIONS 1991 SCHEDULE

Sun., Sept. 1 (8:00 p.m.)
at Washington Redskins

Sun., Sept. 8 (1:00 p.m.)
GREEN BAY PACKERS

Sun., Sept. 15 (1:00 p.m.)
MIAMI DOLPHINS

Sun., Sept. 22 (1:00 p.m.)
at Indianapolis Colts

Sun., Sept. 29 (1:00 p.m.)
TAMPA BAY BUCCANEERS

Sun., Oct. 6 (1:00 p.m.)
MINNESOTA VIKINGS

Sun., Oct. 13
Bye—No Game Scheduled

Sun., Oct. 20 (4:00 p.m.)
at San Francisco Forty-Niners

Sun., Oct. 27 (4:00 p.m.)
DALLAS COWBOYS

Sun., Nov. 3 (1:00 p.m.)
at Chicago Bears

Sun., Nov. 10 (1:00 p.m.)
at Tampa Bay Buccaneers

Sun., Nov. 17 (4:00 p.m.)
LOS ANGELES RAMS

Sun., Nov. 24 (1:00 p.m.)
at Minnesota Vikings

Thurs., Nov. 28 (12:30 p.m.)
CHICAGO BEARS

Sun., Dec. 8 (4:00 p.m.)
NEW YORK JETS

Sun., Dec. 15 (1:00 p.m.)
at Green Bay Packers

Sun., Dec. 22 (1:00 p.m.)
at Buffalo Bills

"We're a young but experienced team . . . I think we're on the verge of breaking through"
—Chris Spielman

Linebacker Chris Spielman thinks the 1991 Lions are ready to carry on the tradition the great teams and players of the 1950s began.

"We're a young but experienced team," says Spielman, who has been a Pro Bowl selection the last two years. "We have a lot of character people. We could have been 10-6 last year, but we had a lot of injuries. I think we're on the verge of breaking through, but it doesn't help to talk about it. We have to do it."

The Lions finished with a 6-10 record in 1990, but Coach Wayne Fontes saw many encouraging signs.

"I thought our young players kept improving . . . we kept getting better," Fontes says. "I didn't use wins and losses to measure how much the team had improved."

The Lions have one of the premier running backs in the NFL in Barry Sanders and Fontes hopes to get Sanders more involved in the offense, both as a runner and a pass receiver this season.

Rodney Peete has two seasons as a starting quarterback under his belt and has made steady improvement. He'll be challenged by Andre Ware, the club's No. 1 draft pick in 1990.

Veteran Robert Clark heads a receiving corps that includes Jeff Campbell and Mike Farr, who impressed as rookies in 1990, and draft picks Herman Moore and Reggie Barrett.

A veteran offensive line is led by Pro Bowl tackle Lomas Brown.

The Lions' defense was a disappointment last season, mainly because of injuries to key performers.

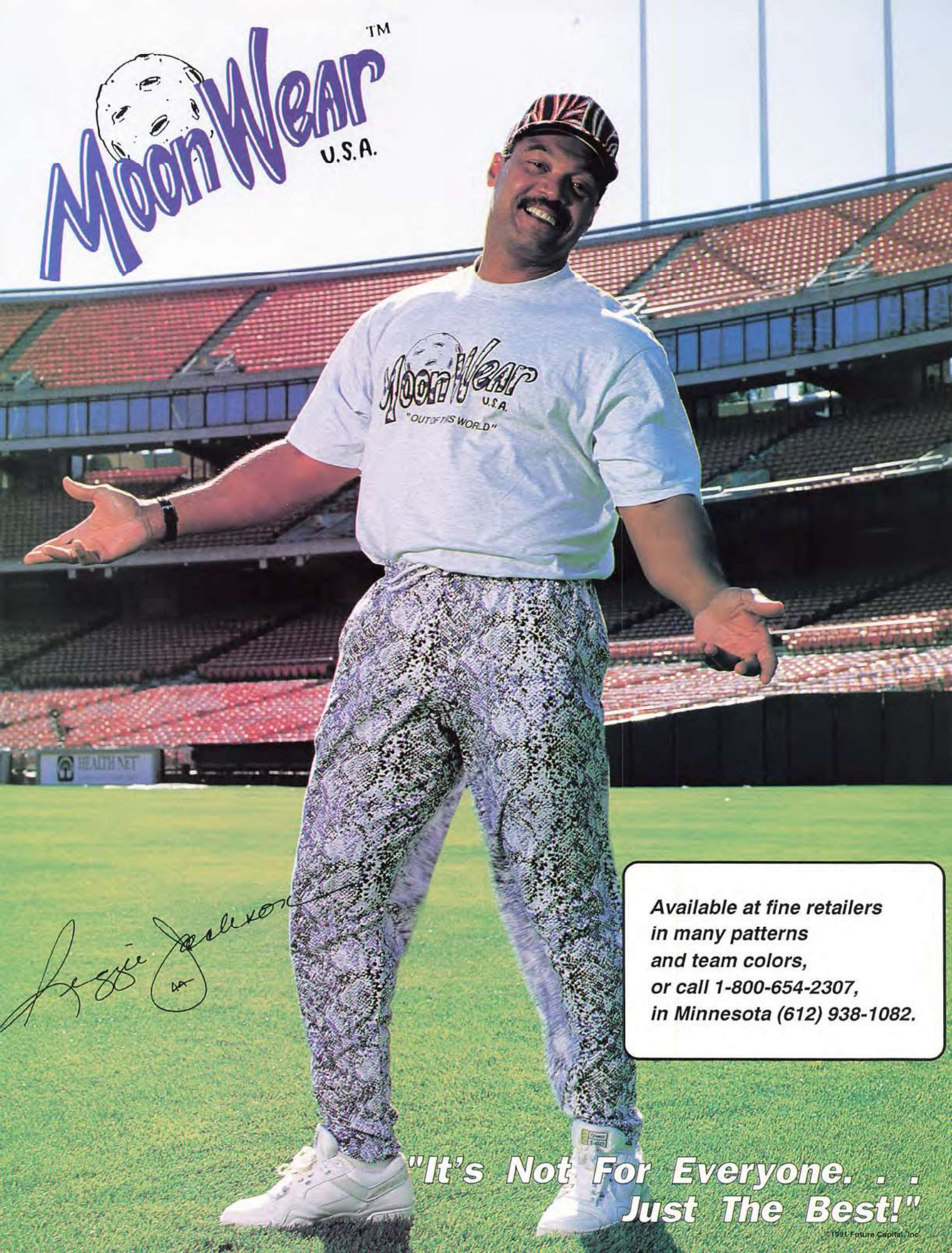
Nose tackle Jerry Ball has been to the Pro Bowl two years in a row and linebackers Spielman, Dennis Gibson, Michael Cofer and George Jamison are among the finest group in the league. Bennie Blades and William White are solid performers in the secondary.

Return specialist Mel Gray is a touchdown threat every time he touches the football.

Fontes is hoping for a quicker start this season.

"We always seem to catch fire around Thanksgiving, but this year we need to play better earlier," he says. "This is a team that's learning to win. If we come out faster and start stronger than we did the last two years, it may carry us on to big things.

"We're still in a building process . . . and we're close to reaching the goals that we set when I took this job," Fontes says. "We had a goal set for five years down the road and we're right on target."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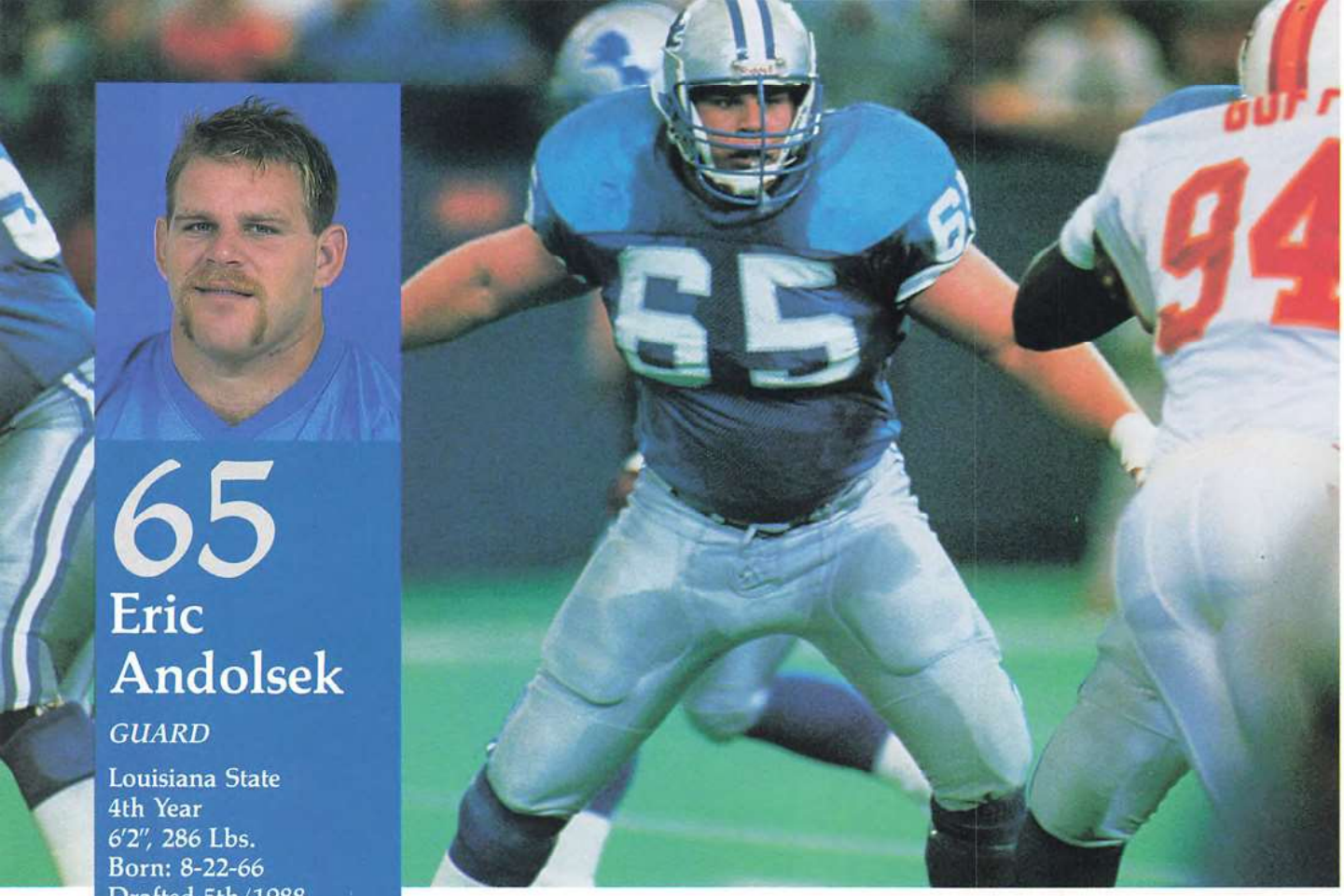
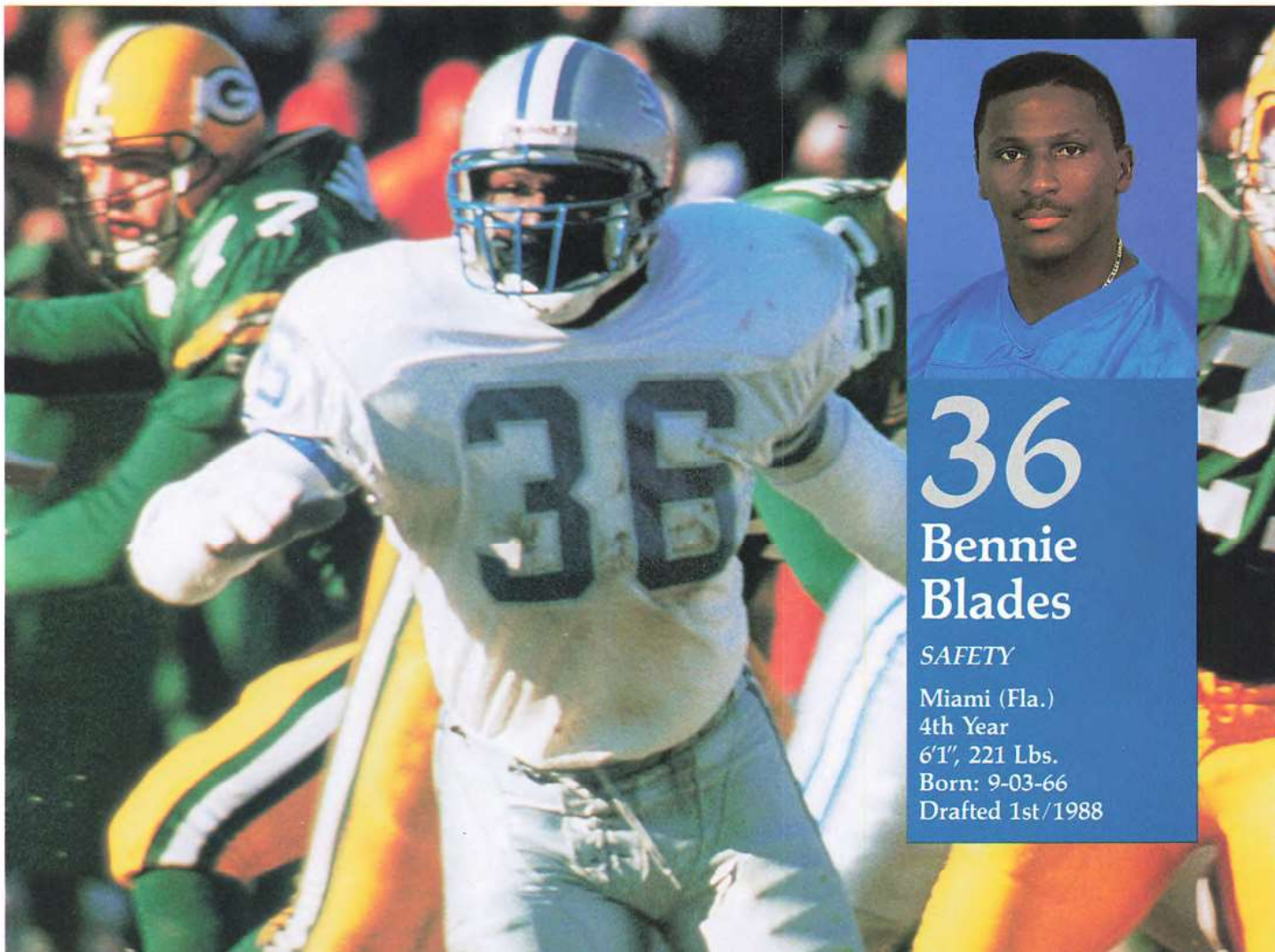
1991 LIONS



65
Eric Andolsek

GUARD

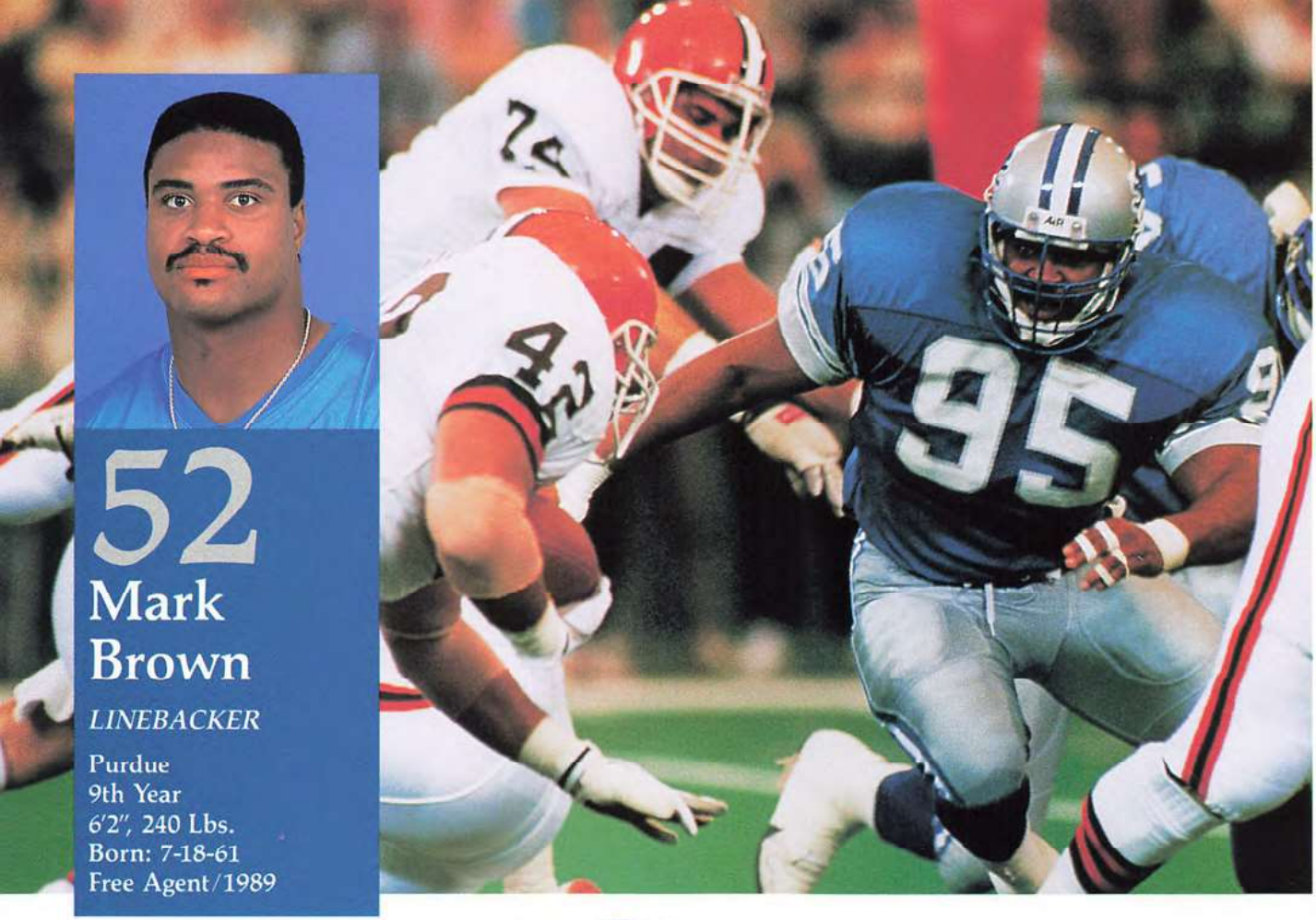
Louisiana State
4th Year
6'2", 286 Lbs.
Born: 8-22-66
Drafted 5th/1988



36
Bennie Blades

SAFETY

Miami (Fla.)
4th Year
6'1", 221 Lbs.
Born: 9-03-66
Drafted 1st/1988



52
Mark Brown

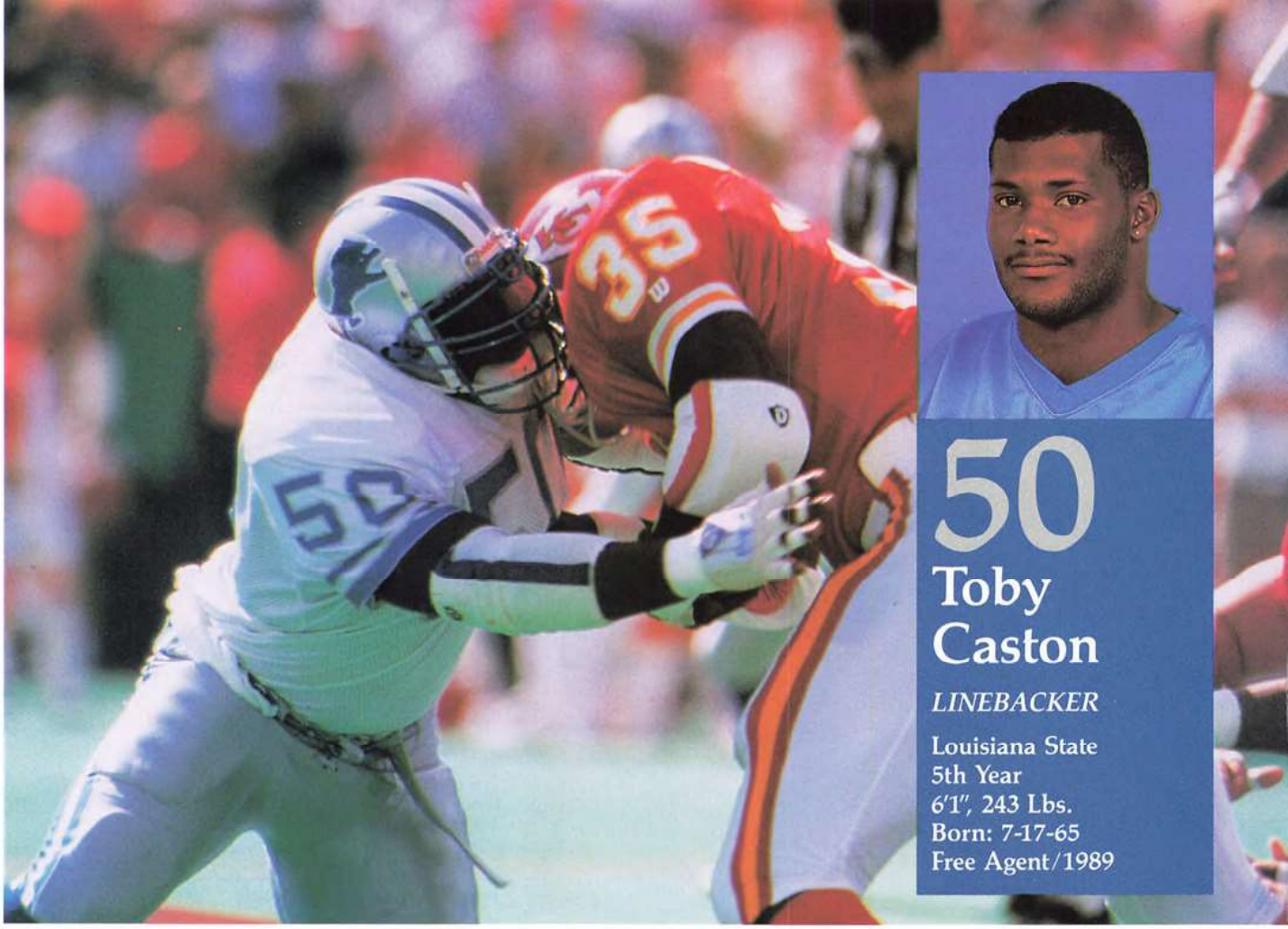
LINEBACKER

Purdue
9th Year
6'2", 240 Lbs.
Born: 7-18-61
Free Agent/1989

87
Jeff Campbell

WIDE RECEIVER

Colorado
2nd Year
5'8", 167 Lbs.
Born: 3-29-68
Drafted 5th/1990



50
Toby Caston

LINEBACKER

Louisiana State
5th Year
6'1", 243 Lbs.
Born: 7-17-65
Free Agent/1989

82
Robert Clark

WIDE RECEIVER

North Carolina Central
5th Year
5'11", 173 Lbs.
Born: 8-06-65
Free Agent/1989

CAREER OPPORTUNITIES

SPECIAL AGENTS

ACCOUNTING

ATTORNEYS

BUDGET ANALYSTS

CHEMISTS

CLERK-TYPISTS

COMMUNICATIONS EQUIPMENT OPERATORS

COMPUTER SPECIALISTS

DIVERSION INVESTIGATORS

INTELLEGENCE RESEARCH SPECIALISTS

RADIO OPERATORS

SECRETARIES

& OTHER ADMINISTRATIVE/TECHNICAL POSITIONS

US DEPARMENT OF JUSTICE

DRUG ENFORCEMENT ADMINISTRATION

THE DRUG ENFORCEMENT ADMINISTRATION

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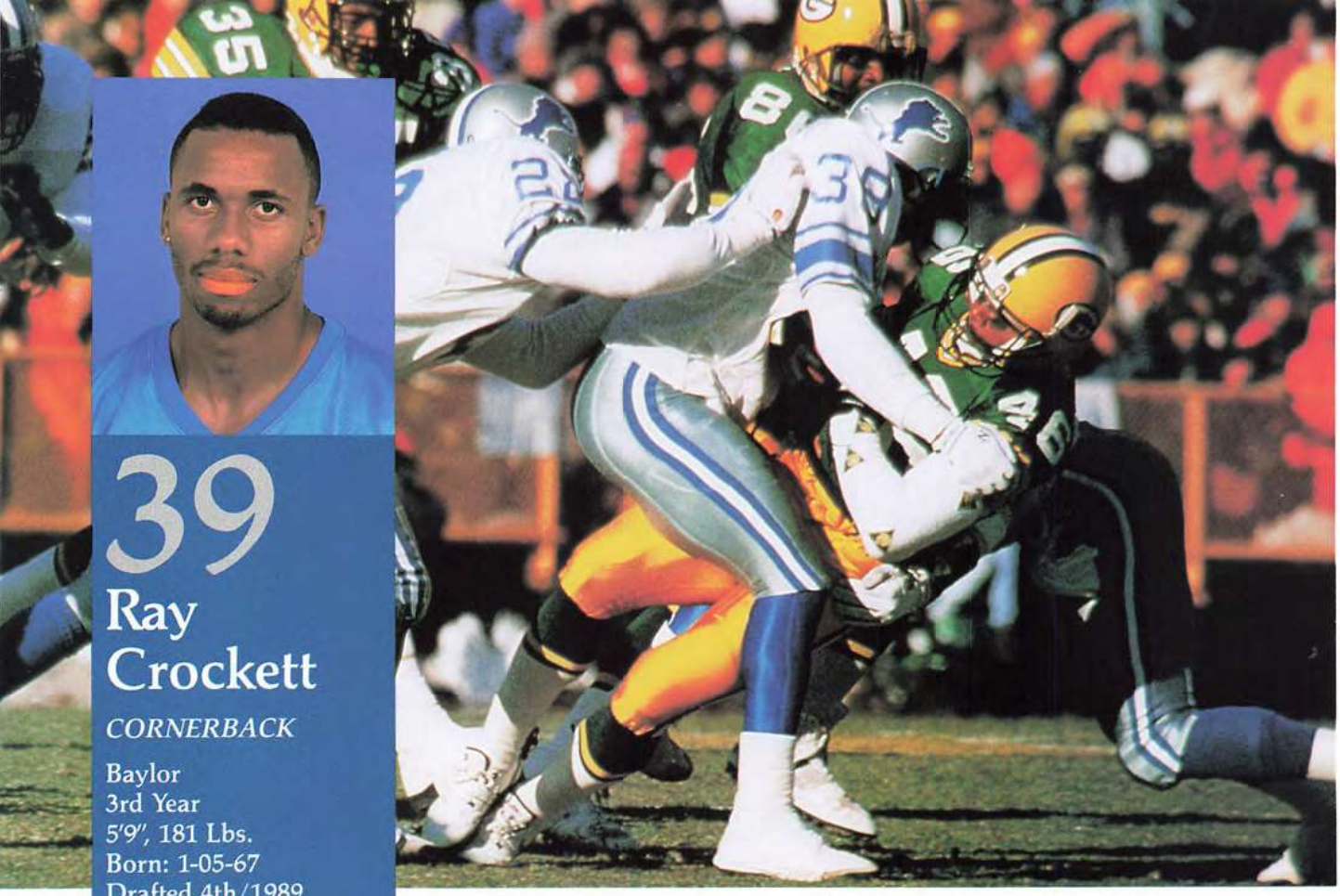
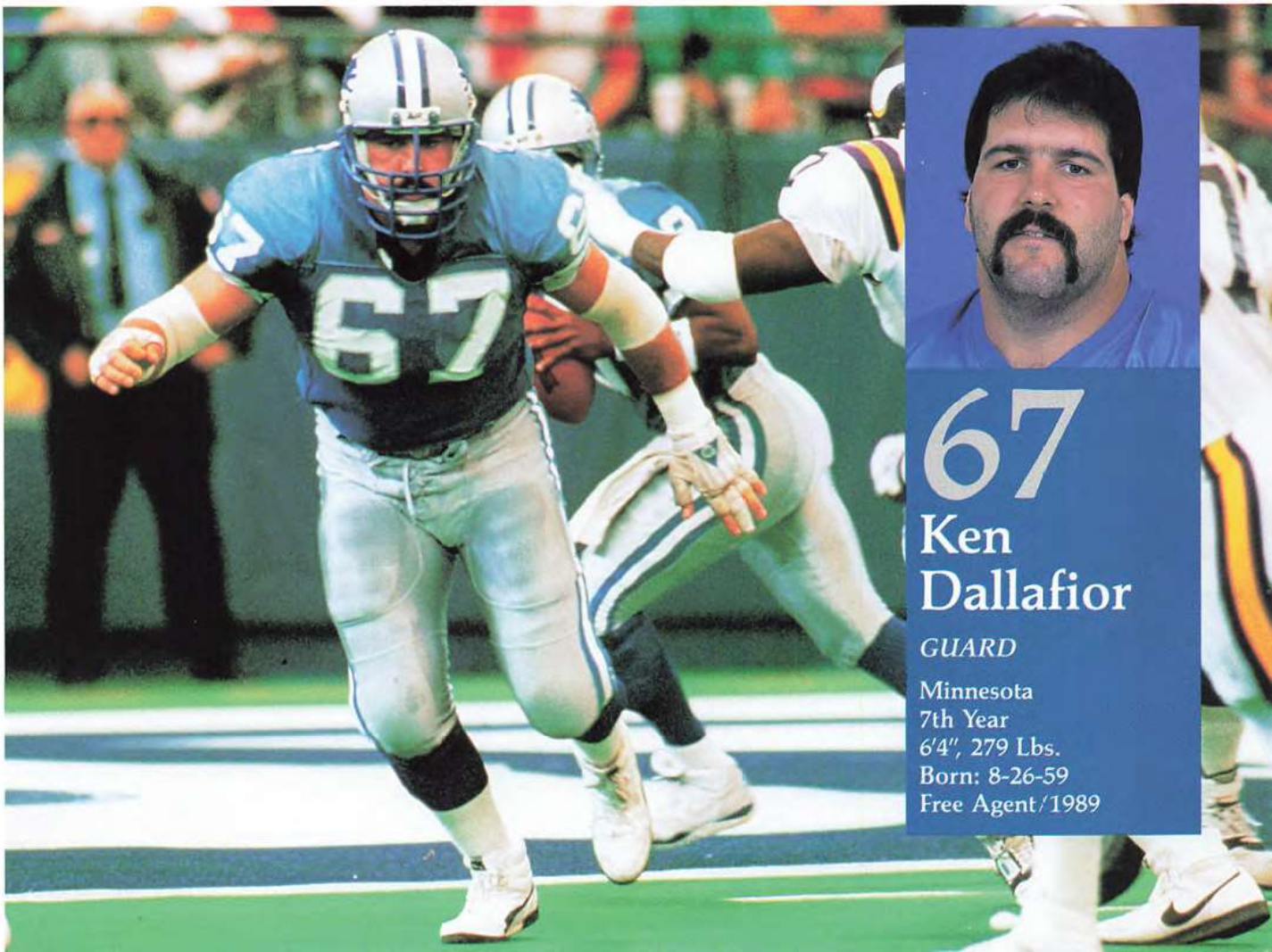


39
Ray Crockett

CORNERBACK

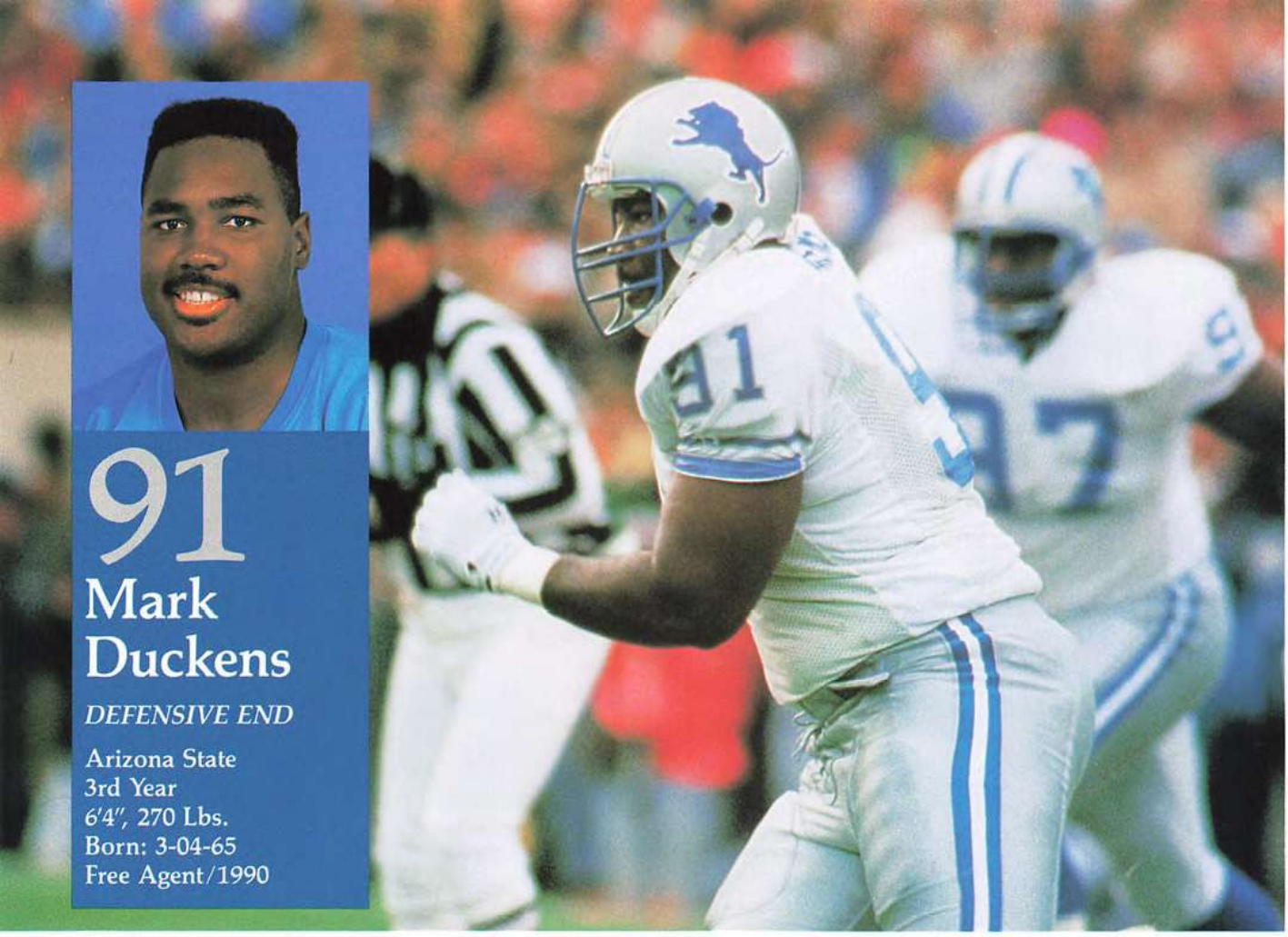
Baylor
3rd Year
5'9", 181 Lbs.
Born: 1-05-67
Drafted 4th/1989



67
Ken Dallafior

GUARD

Minnesota
7th Year
6'4", 279 Lbs.
Born: 8-26-59
Free Agent/1989



91
Mark Duckens

DEFENSIVE END

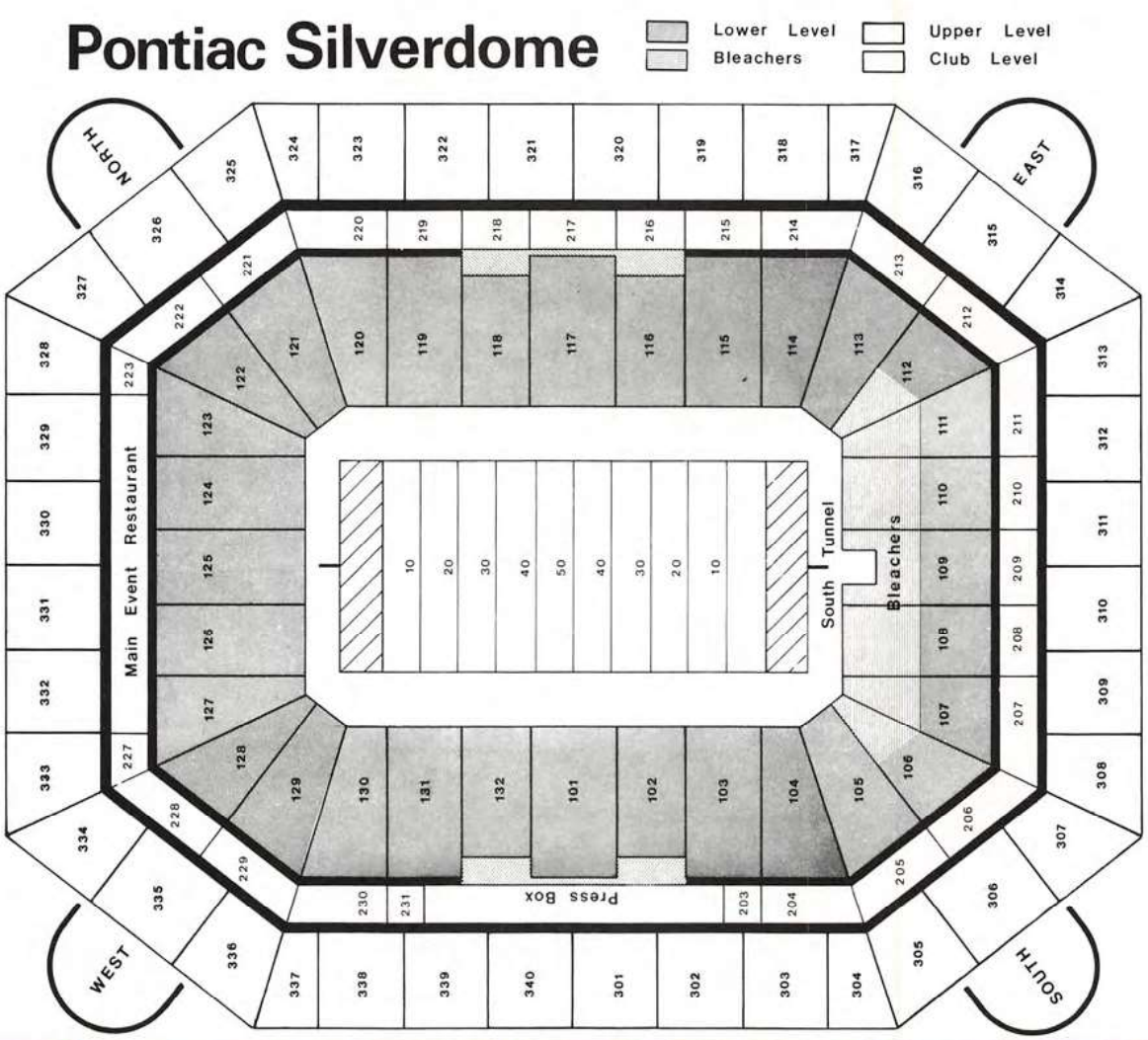
Arizona State
3rd Year
6'4", 270 Lbs.
Born: 3-04-65
Free Agent/1990

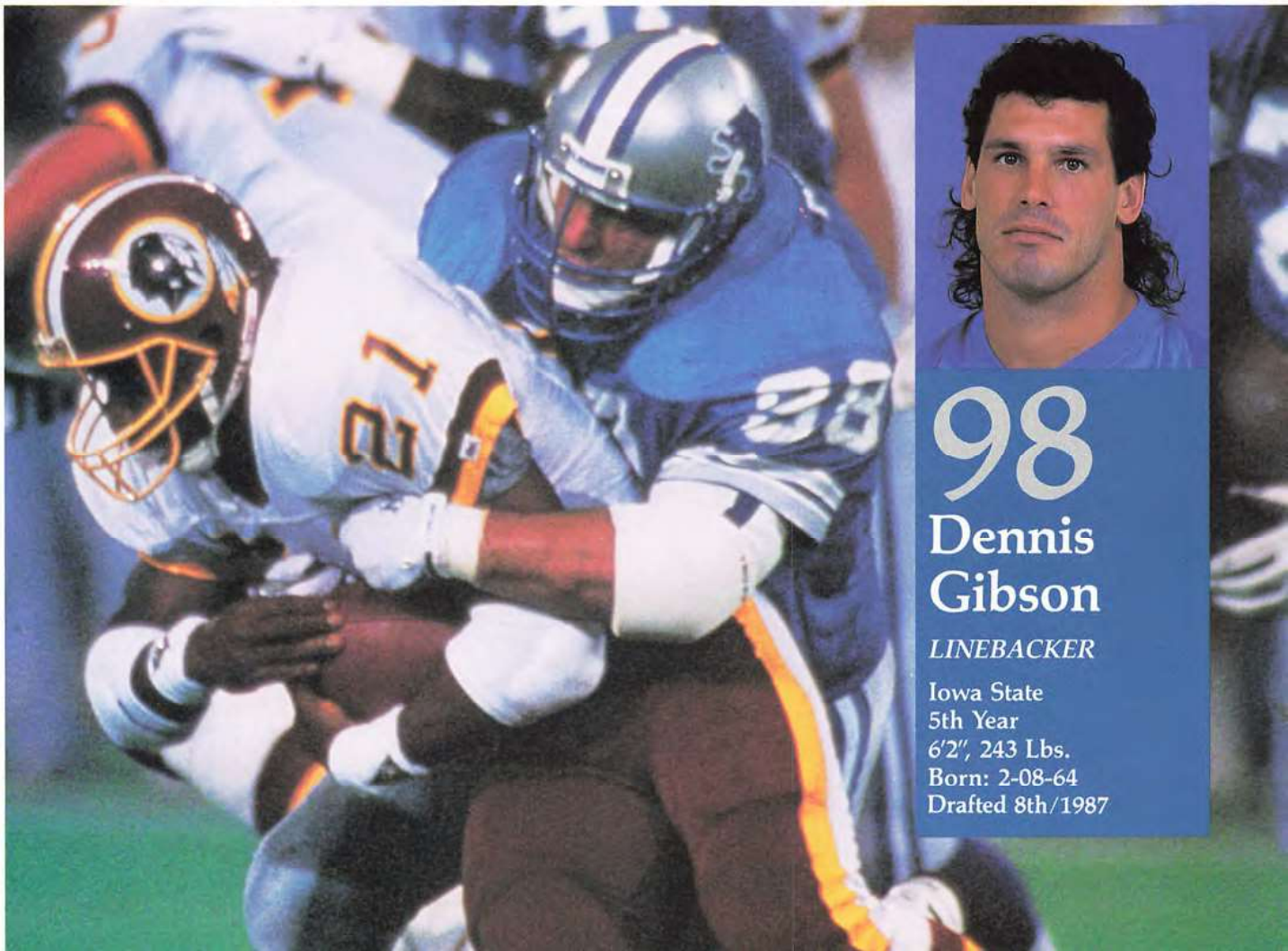
81
Mike Farr

WIDE RECEIVER

UCLA
2nd Year
5'10", 190 Lbs.
Born: 8-08-67
Free Agent/1990

Pontiac Silverdome





98 Dennis Gibson

LINEBACKER

Iowa State
5th Year
6'2", 243 Lbs.
Born: 2-08-64
Drafted 8th/1987

Own Every Super Bowl Patch Ever Made!

THE OFFICIAL NFL SUPER BOWL PATCH COLLECTION

Your First Patch JUST $9.95!

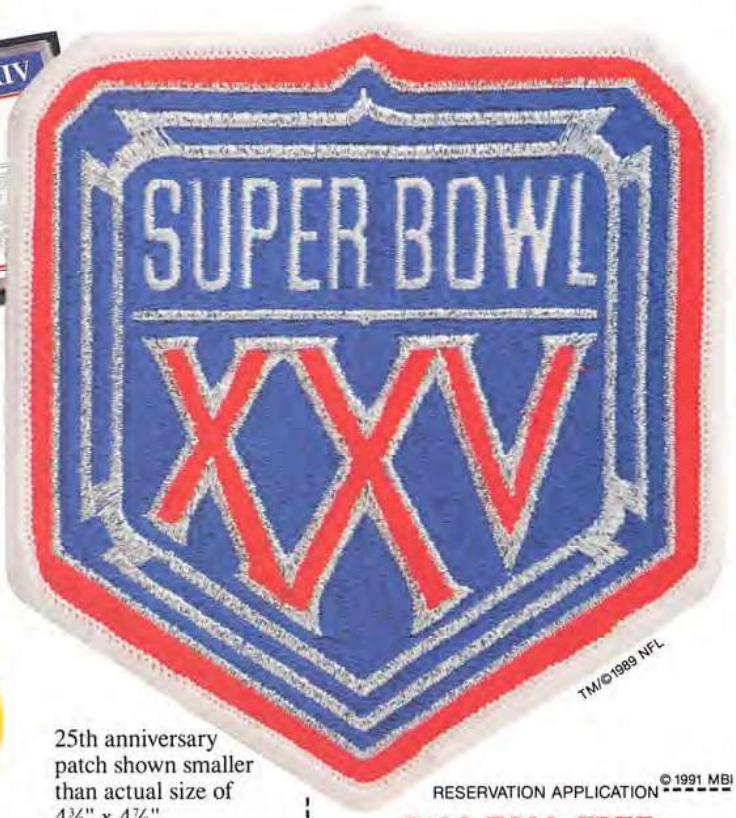
FREE COLLECTOR'S ALBUM!

The Official NFL Helmets of each competing team in full color.

A fact-filled description of the game. Heroes, highlights, and the play-by-play on each Collector Panel.

Each Official NFL Super Bowl patch is hand-mounted on its own colorful Collector Panel.

Album shown smaller than actual size of 9" x 12".



25th anniversary patch shown smaller than actual size of 4⅜" x 4⅞".

Steelers: The Team of the Decade.

XIV Pittsburgh Steelers 31
Los Angeles Rams 19
January 20, 1980

The Hogs do the job.

XVII Washington Redskins 27
Miami Dolphins 17
January 30, 1983

Lombardi's finale.

II Green Bay Packers 33
Oakland Raiders 14
January 14, 1968

Own the Most Prized Super Bowl Collectible of All!

Super Bowl memorabilia are among the most coveted sports collectibles. For thousands of fans, a ticket to the game is a remembrance to proudly treasure. **But far rarer than any Super Bowl ticket is the Official NFL Super Bowl Patch! A 25-year tradition, the Super Bowl Patch is given only to the NFL's personally invited Super Bowl guests.** Now, you have the opportunity to acquire your very own collection of all 25 Official NFL Super Bowl Patches!

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Each Official NFL Super Bowl Patch, mounted on its handsome, fact-filled Collector's Panel, is a tremendous value at only $11.95, which you may charge to your credit card. A deluxe Collector's Album is included at no additional charge. And — if you subscribe now — you'll receive your first Patch for the special introductory price of just $9.95! Your satisfaction is completely guaranteed; you may return any patch within 30 days for a refund.

Not Available Elsewhere.

The Official NFL Super Bowl Patch Collection is available exclusively from Willabee and Ward. It cannot be acquired anywhere else.

Join the Silver Anniversary celebration of America's Greatest Game! Acquire your own complete collection of Official NFL Super Bowl Patches...a collection you will display with pride...and one that future generations of your family will treasure. To order, simply mail the Reservation Application. Remember, your first Patch is just $9.95! Order today!

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Yes! Please reserve for me ***The Official NFL Super Bowl Patch Collection.*** The collection includes exact replicas of all 25 Official NFL Super Bowl Patches individually mounted on Collector Panels. After receiving the first patch at the introductory price of just $9.95*, I will receive two patches per month and pay just $11.95* (plus $1 shipping and handling) for each patch. A deluxe Collector's Album, shipped after payment for my third patch is received, will be provided at no additional charge. I understand that I may return any patch within 30 days of receipt for a complete refund and that either party may cancel this subscription agreement at any time.

Name _____
PLEASE PRINT CLEARLY.

Address _____

City/State/Zip _____

☐ As a convenience, I prefer to have my patches charged, at the time of shipment, to my:
☐ MasterCard ☐ VISA ☐ Discover ☐ Amer. Express

_____
Credit Card Number Exp. Date

Signature _____
(All orders subject to acceptance)

☐ I prefer to pay by check. Enclosed is my check for $9.95*, payable to Willabee and Ward, for my first patch. Bill me for additional shipments.

*Any applicable sales tax will be billed with shipment.
Allow 2 to 4 weeks after payment for initial shipment.

LIONS' SEASON TICKET ORDER FORM

LIONS' TICKET OFFICE NEW LOCATION AT WEST SIDE OF STADIUM NEXT TO MAIN EVENT RESTAURANT

Single-Game Ticket Information

All seats reserved. Upper and lower level armchair seats are $20.00. Reserved bleacher seats are $7.50 and go on sale the third Monday before each game ONLY at the Silverdome.

Tickets may be purchased in the following ways:

- **By mail (anytime)** — Use the handy order form. Requests are filled in the order they are received, so don't delay!
- **By fax (anytime)** — Dial (313) 332-LION to fax us a copy of the completed order form.
- **In person** — Tickets for all games will be on sale at the following locations:

LIONS' MAIN TICKET OFFICE—**PONTIAC SILVERDOME**

Ticket Office Hours:

Week of Home Games — 9 a.m.-5 p.m. Mon.-Sat.
Week of Away Games — 9 a.m.-5 p.m. Mon.-Fri.
10 a.m.-2 p.m. Sat.

ALL TICKETMASTER OUTLETS*

*(A small service fee is added to tickets purchased at these locations.)

CALL — FOR TIX (313) 645-6666

- **By phone** — Call TICKETMASTER'S handy telephone service. Have your Visa or MasterCard ready. Charge by phone at the following numbers:

DETROIT: (313) 645-6666 LANSING: (517) 484-5656
TOLEDO: (419)474-1333 BATTLE CREEK: (616) 963-8080
WINDSOR: (519) 792-2222

(A small service fee is added to phone orders.)

ANY QUESTIONS?
CALL US AT (313)335-4151

Lions' 1991 Single-Game Ticket Order Form

Pre-Season Home Games			No. of Tickets	$ Total
Aug. 23	Pittsburgh Steelers	7:30 p.m.	____ x 20.00	____
Regular Season Home Games				
Sept. 8	Green Bay Packers	1:00 p.m.	____ x 20.00	____
Sept. 15	Miami Dolphins	1:00 p.m.	____ x 20.00	____
Sept. 29	Tampa Bay Buccaneers	1:00 p.m.	____ x 20.00	____
Oct. 6	Minnesota Vikings	1:00 p.m.	____ x 20.00	____
Oct. 27	Dallas Cowboys	4:00 p.m.	____ x 20.00	____
Nov. 17	Los Angeles Rams	4:00 p.m.	____ x 20.00	____
Nov. 28	Chicago Bears	12:30 p.m.	____ x 20.00	____
Dec. 8	New York Jets	4:00 p.m.	____ x 20.00	____
		Total		____
		Postage and Handling		3.00
		TOTAL AMOUNT		____

☐ Check/Money Order Enclosed (U.S. Funds Only)
Payable to Detroit Lions, Inc.

☐ Visa ☐ MasterCard Expiration Date ____/____/____/____

____/____/____/____/____/____/____/____/____/____/____/____/____/____/____/____

Credit Card Number

Signature _____

Name _____

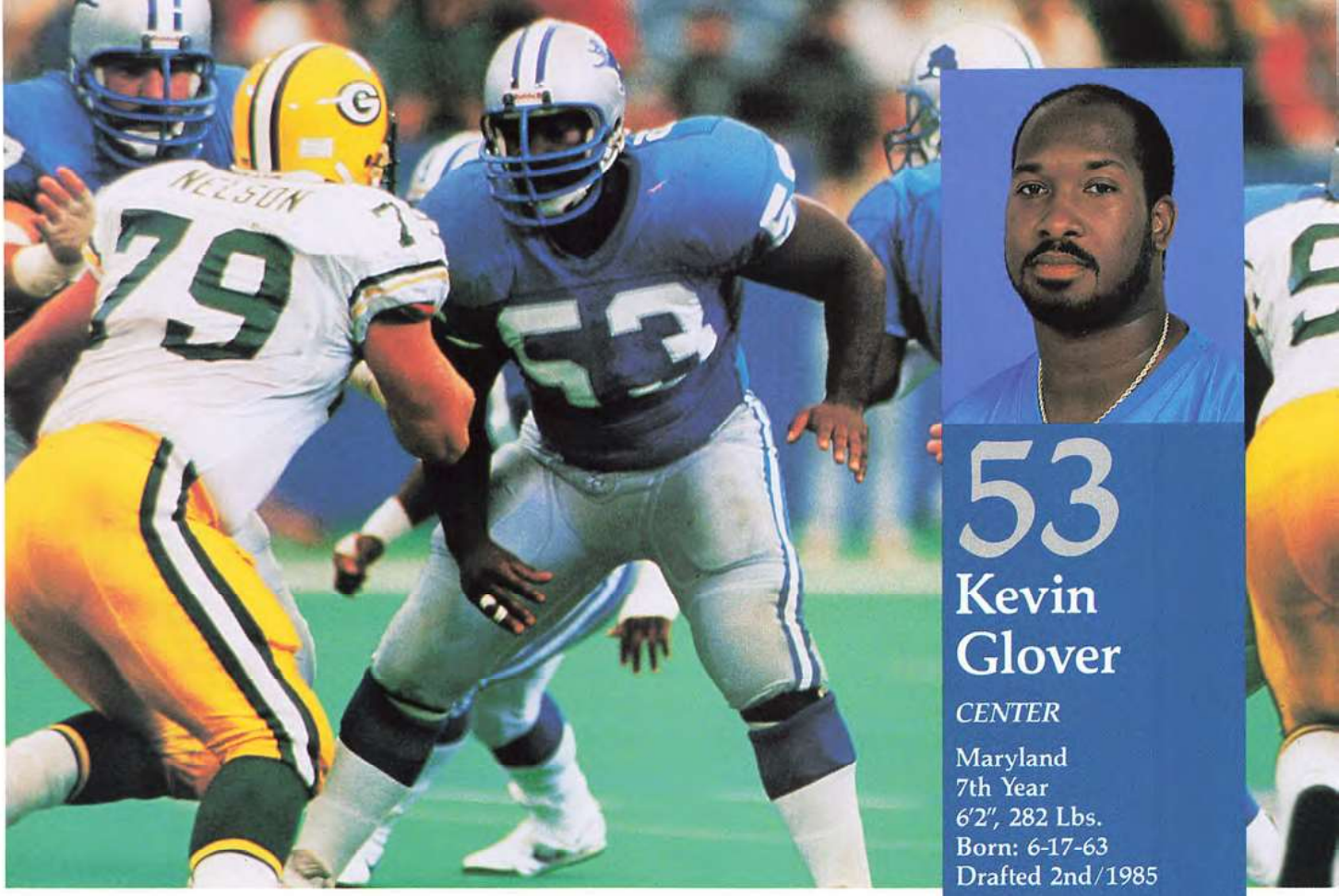
Address _____

City _____ State _____ Zip _____

Daytime Phone # ( ) _____

MAIL ORDERS TO:

Lions Tickets, 1200 Featherstone Rd., Pontiac, MI 48342. (Bank items returned unpaid for any reason are subject to a $25 service fee.)

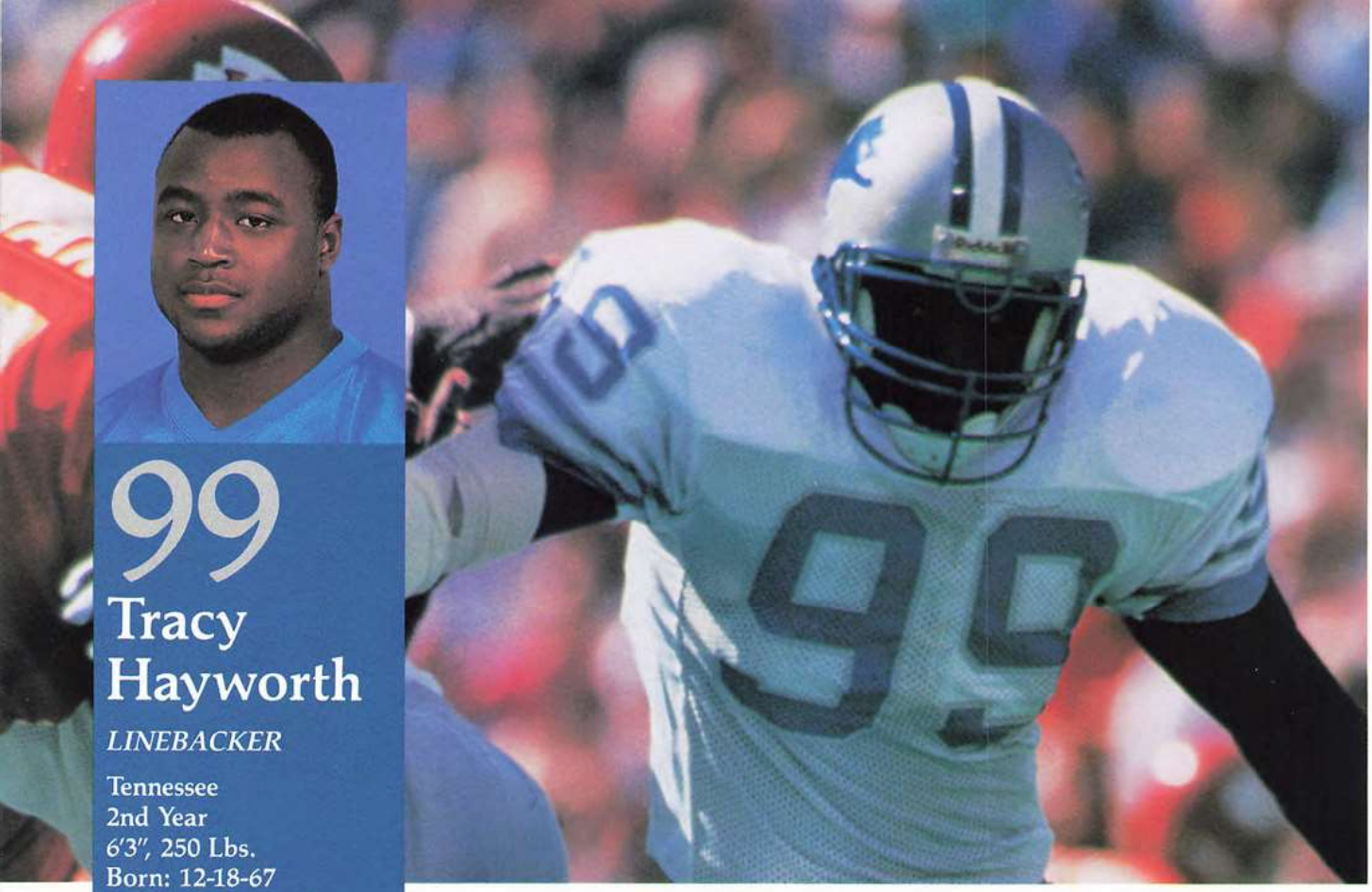


53
Kevin Glover

CENTER

Maryland
7th Year
6'2", 282 Lbs.
Born: 6-17-63
Drafted 2nd/1985

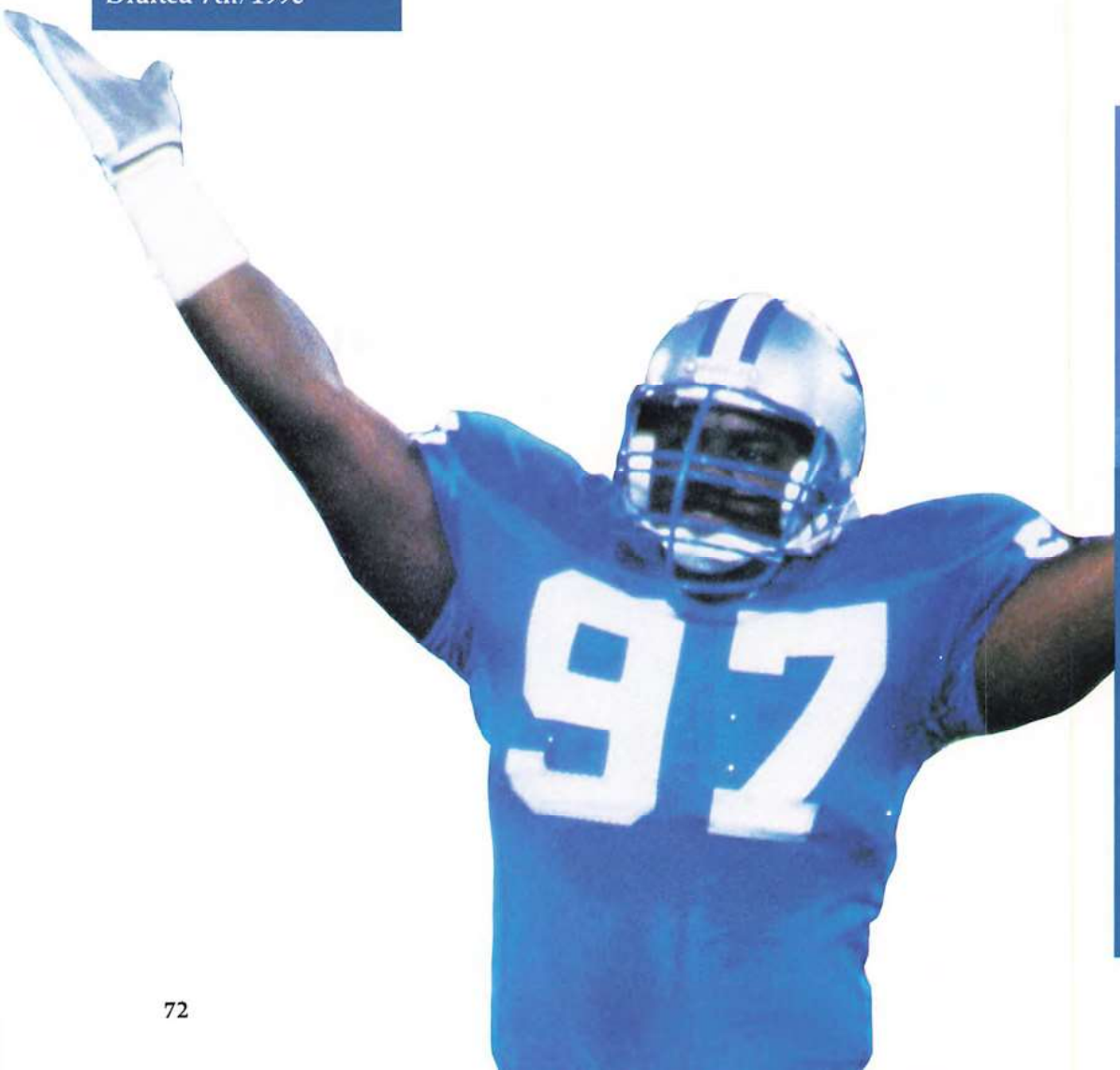
LIONS



99
Tracy Hayworth

LINEBACKER

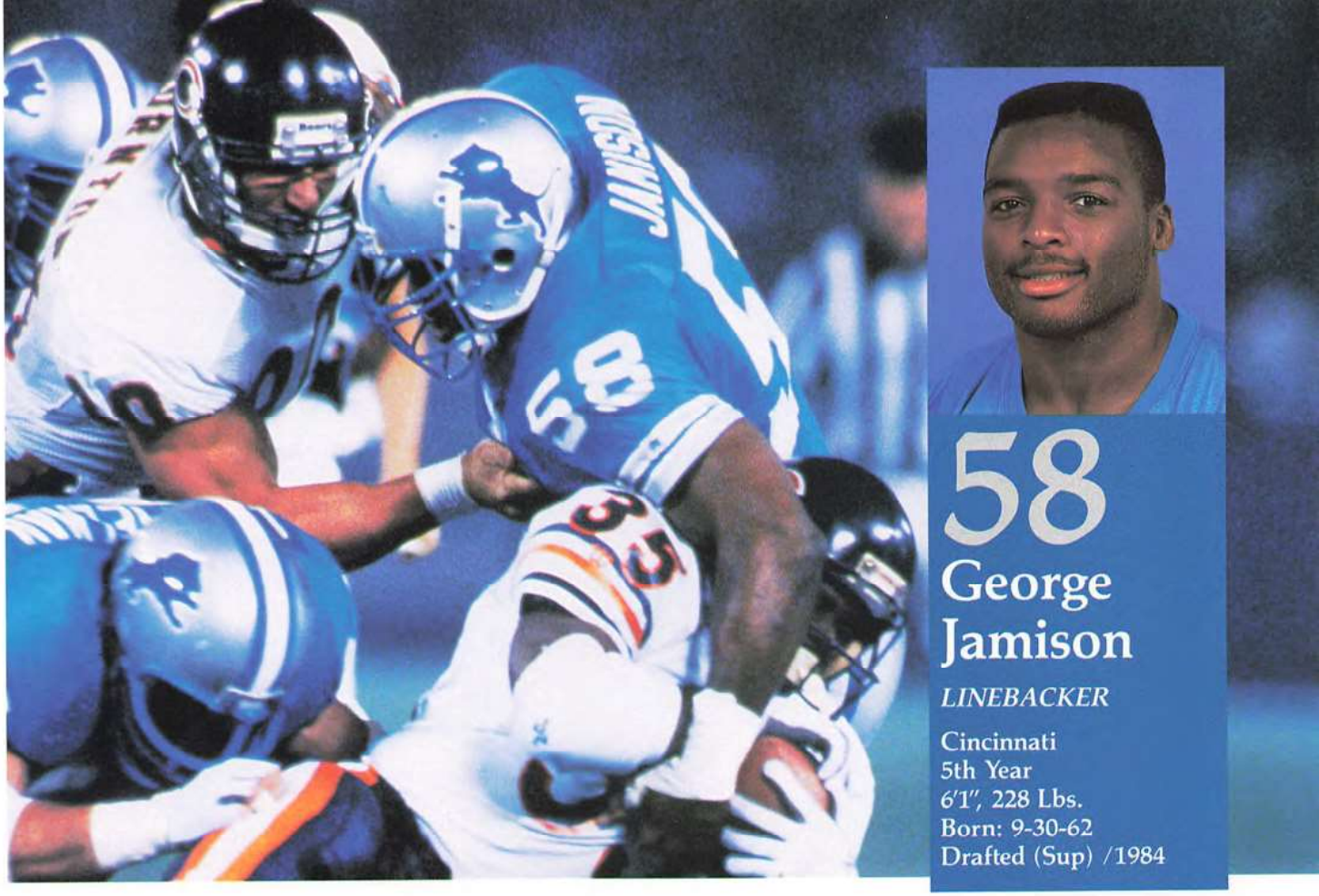
Tennessee
2nd Year
6'3", 250 Lbs.
Born: 12-18-67
Drafted 7th/1990



97
Jeff Hunter

DEFENSIVE END

Albany State
2nd Year
6'5", 285 Lbs.
Born: 4-12-66
Free Agent/1990



58
George Jamison

LINEBACKER

Cincinnati
5th Year
6'1", 228 Lbs.
Born: 9-30-62
Drafted (Sup) /1984

57
Victor Jones

LINEBACKER

Virginia Tech
4th Year
6'2", 240 Lbs.
Born: 10-19-66
Free Agent/1989

83
Aubrey Matthews

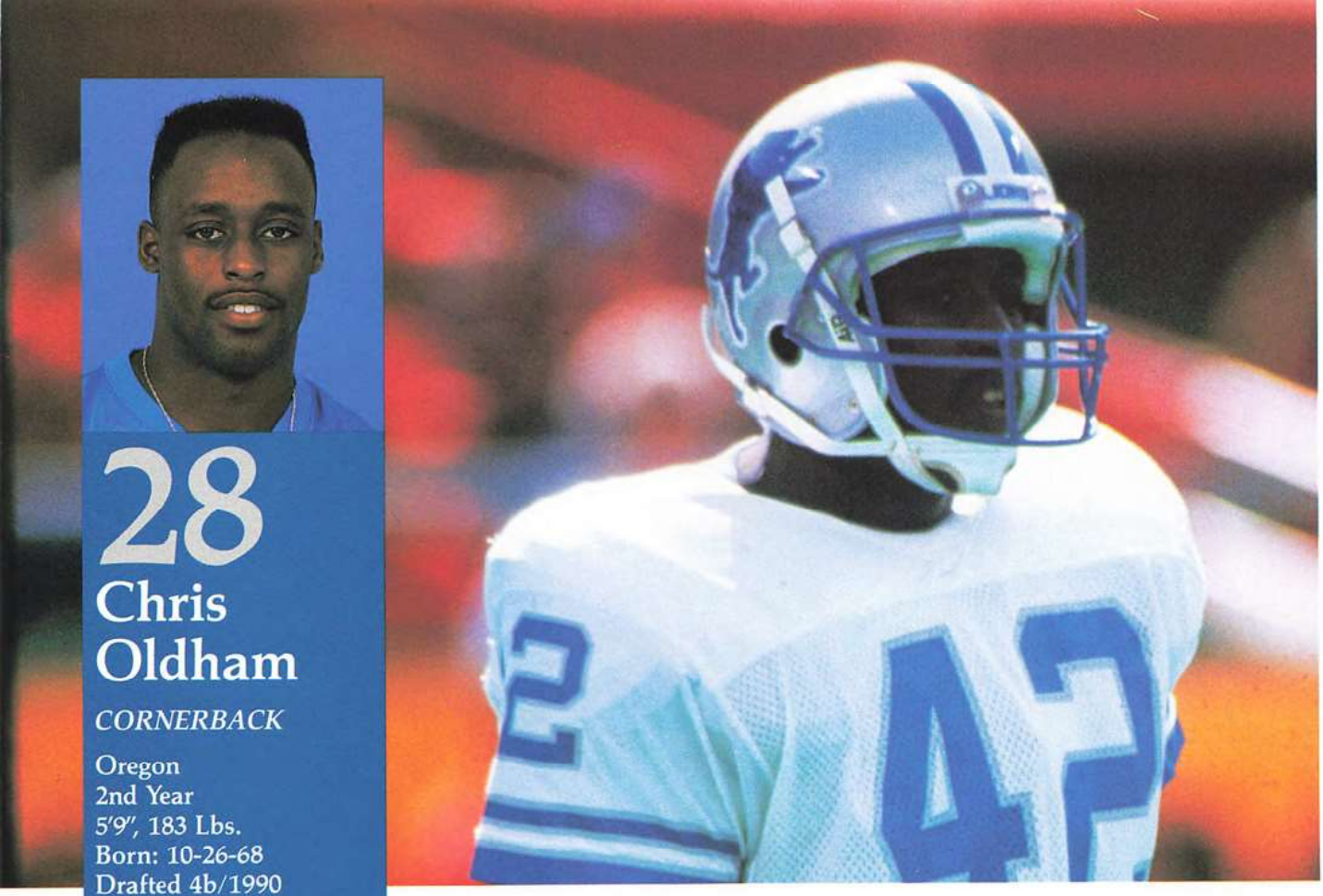
WIDE RECEIVER

Delta State
6th Year
5'7", 165 Lbs.
Born: 9-15-62
Free Agent/1990

51
Niko Noga

LINEBACKER

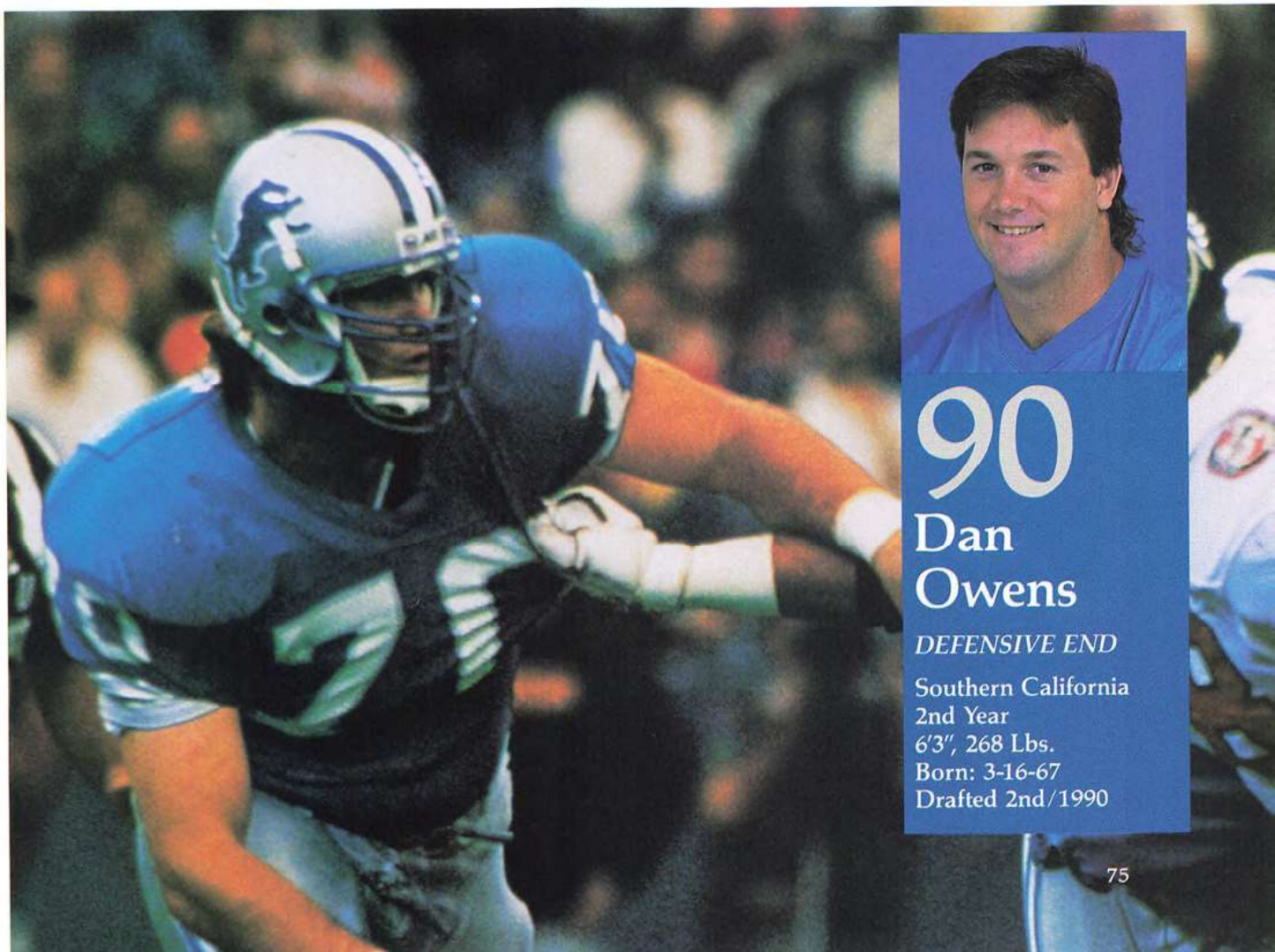
Hawaii
8th Year
6'1", 235 Lbs.
Born: 3-01-62
Free Agent/1989



28
Chris Oldham

CORNERBACK

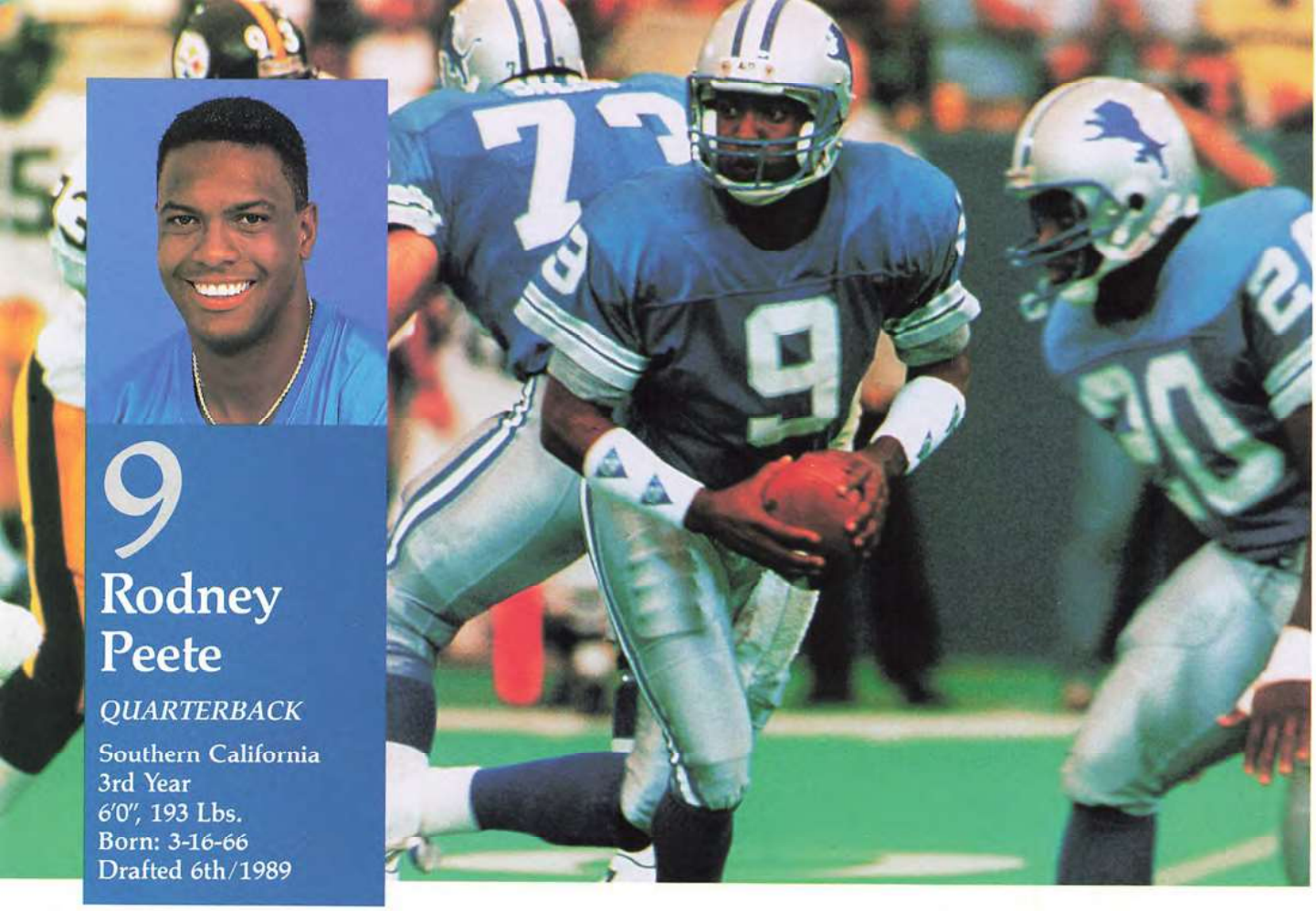
Oregon
2nd Year
5'9", 183 Lbs.
Born: 10-26-68
Drafted 4b/1990



90
Dan Owens

DEFENSIVE END

Southern California
2nd Year
6'3", 268 Lbs.
Born: 3-16-67
Drafted 2nd/1990



9
Rodney Peete

QUARTERBACK

Southern California
3rd Year
6'0", 193 Lbs.
Born: 3-16-66
Drafted 6th/1989

96
Lawrence Pete

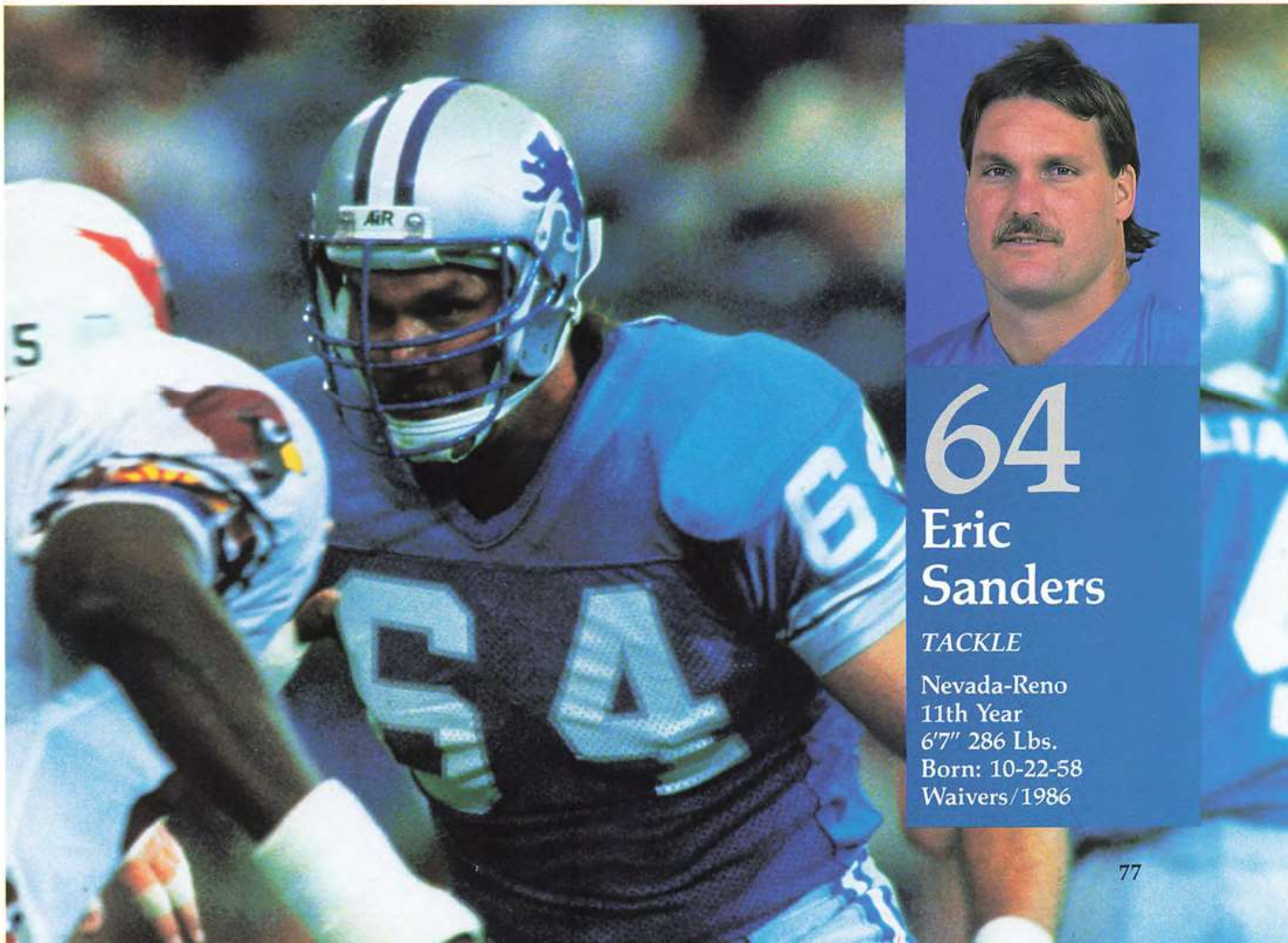
NOSE TACKLE

Nebraska
3rd Year
6'0", 282 Lbs.
Born: 1-18-66
Drafted 5th/1989

73
Harvey Salem

TACKLE

California
9th Year
6'6", 289 Lbs.
Born: 1-15-61
Trade/1986



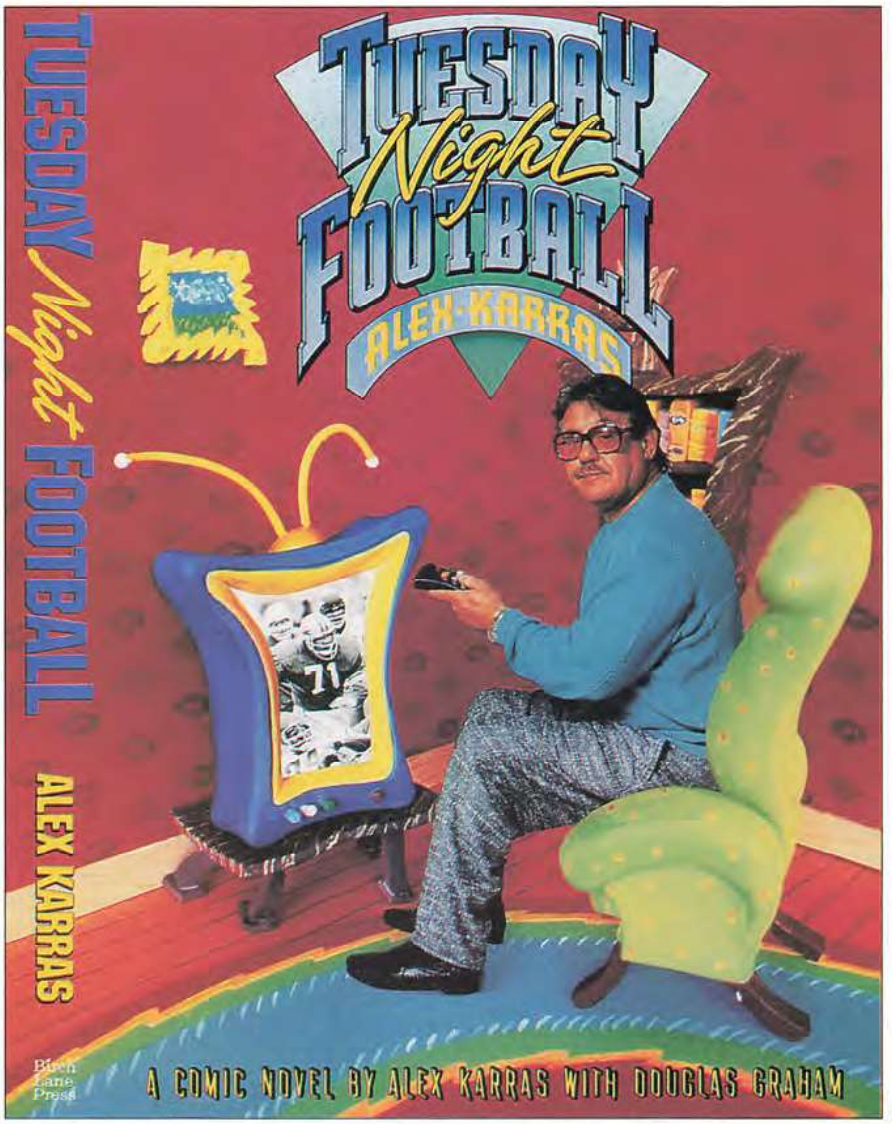
64
Eric Sanders

TACKLE

Nevada-Reno
11th Year
6'7" 286 Lbs.
Born: 10-22-58
Waivers/1986

You Don't Have To Be Nuts To Work On Tuesday Night Football.

But It Helps.



Tuesday Night Football
A comic novel by Alex Karras with Douglas Graham

Alex Karras, former all-pro Detroit Lion and "Monday Night Football" commentator, turned actor (star of TV's "Webster," plus the movies *Blazing Saddles*, *Porky's*, etc), author, and all-around neat guy, presents his hilarious glimpse at the wild world of TV sports.

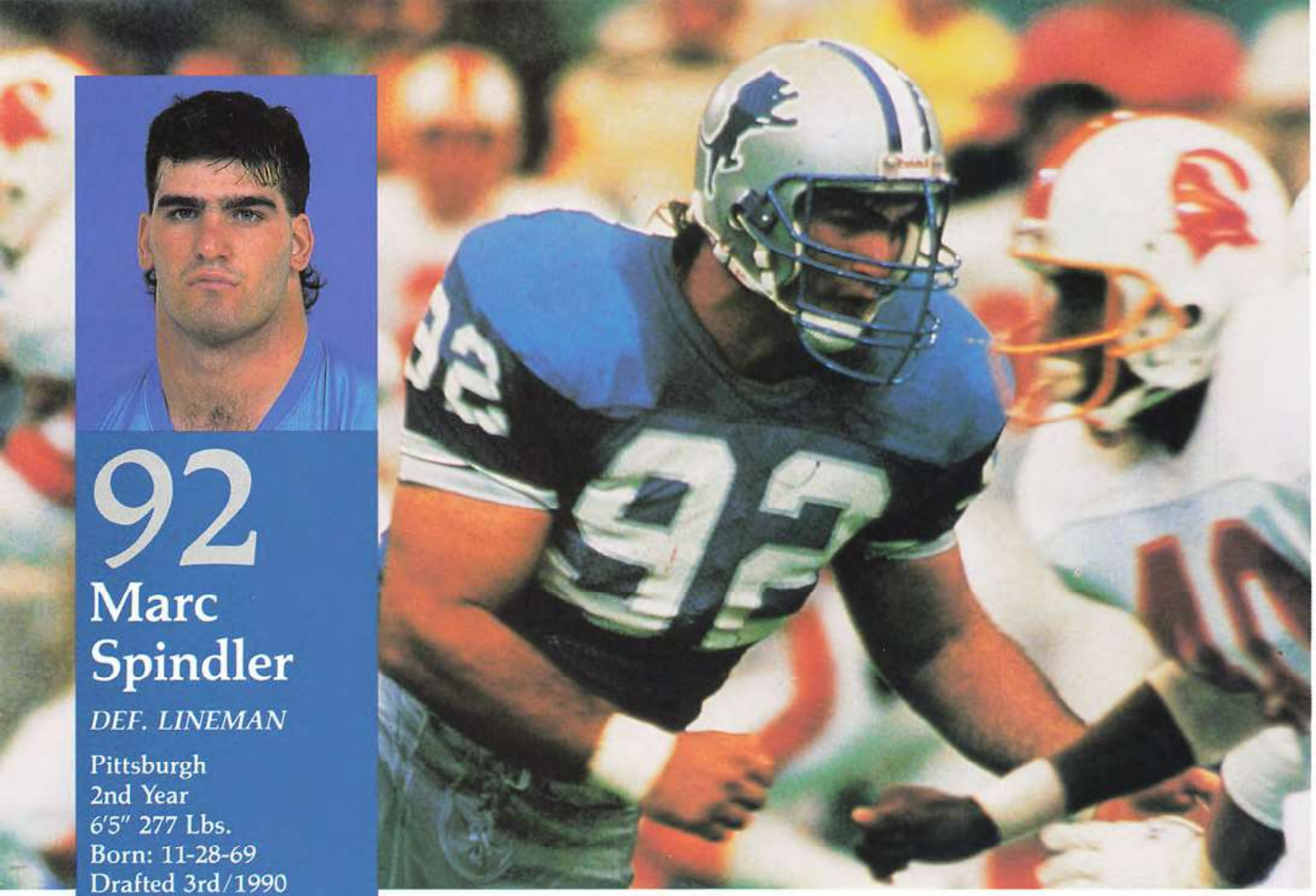
Why are Frank Gifford and Howard Cosell outraged by this novel? Read **Tuesday Night Football** and find out. A cross between *The Naked Gun* and *Airplane!*, it's a satirical, surrealistic, contemporary fable about the highly competitive world of commercial advertising and television sports in America.

No serious humor fan (!?) should pass (get it? "pass"!) on **Tuesday Night Football!**

"Nobody gets hurt and everybody has fun." — Kirkus Reviews

Published by Birch Lane Press/Carol Publishing Group

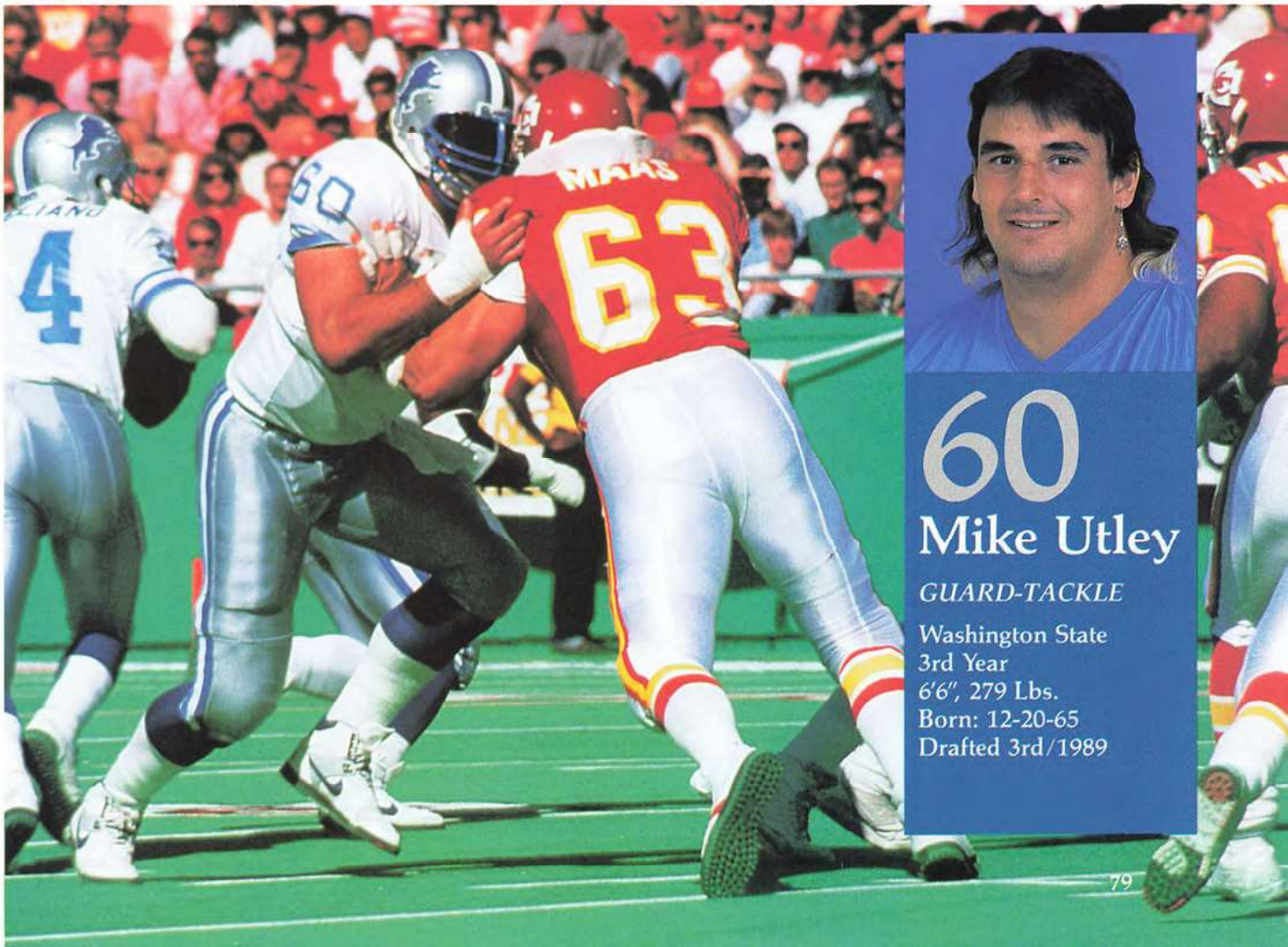
To order, call 1-800-447-BOOK (Visa or MasterCard) or send check or money order for $17.95, plus $3.00 shipping and handling, to: Carol Publishing, Dept. DLY, 120 Enterprise Ave., Secaucus, NJ 07094.



92
Marc Spindler

DEF. LINEMAN

Pittsburgh
2nd Year
6'5" 277 Lbs.
Born: 11-28-69
Drafted 3rd/1990



60
Mike Utley

GUARD-TACKLE

Washington State
3rd Year
6'6", 279 Lbs.
Born: 12-20-65
Drafted 3rd/1989

27
Herb Welch

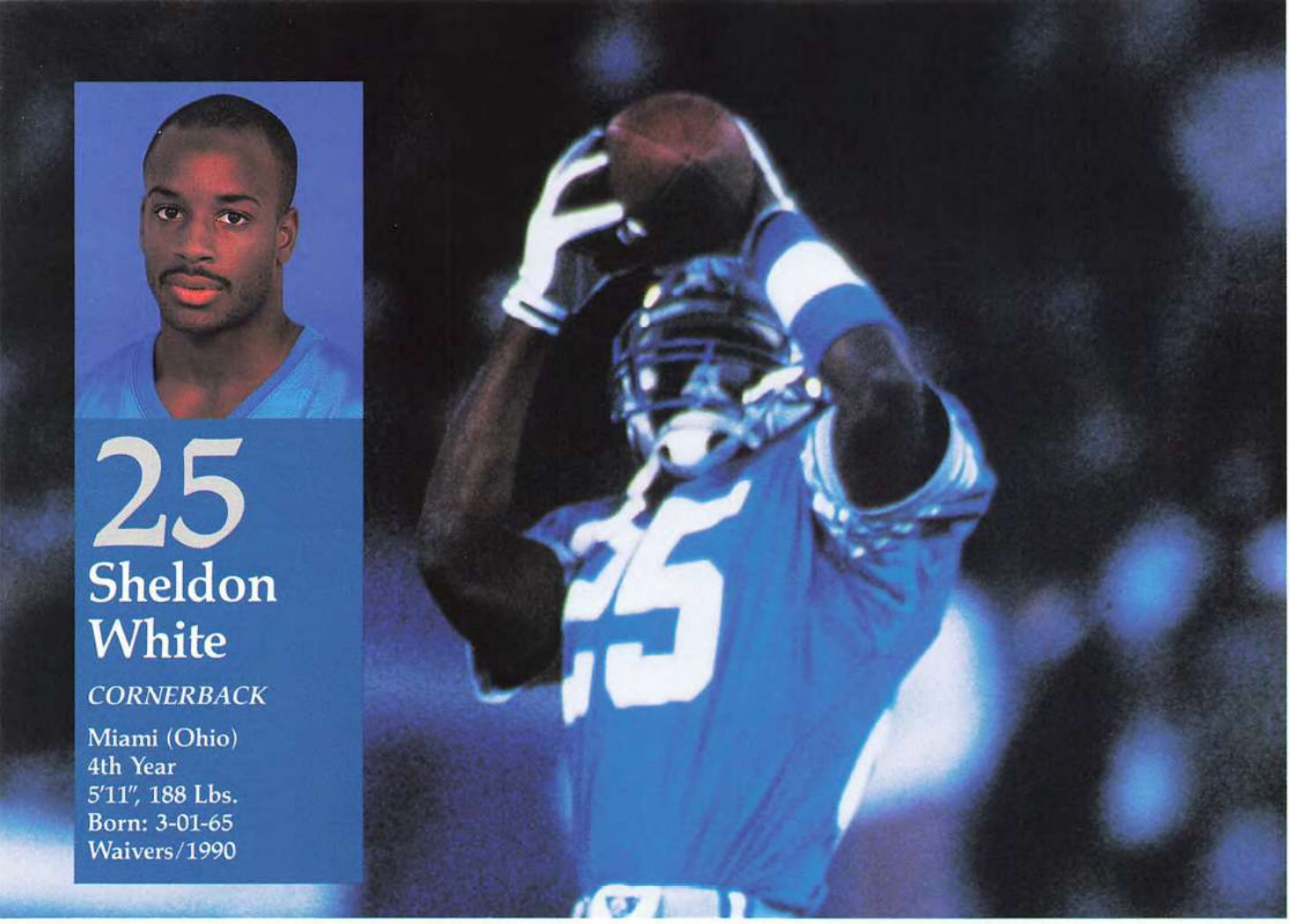
SAFETY

UCLA
6th Year
6′0″, 180 Lbs.
Born: 1-12-61
Free Agent/1990

11
Andre Ware

QUARTERBACK

Houston
2nd Year
6′2″, 205 Lbs.
Born: 7-31-68
Drafted 1/1990



25
Sheldon White

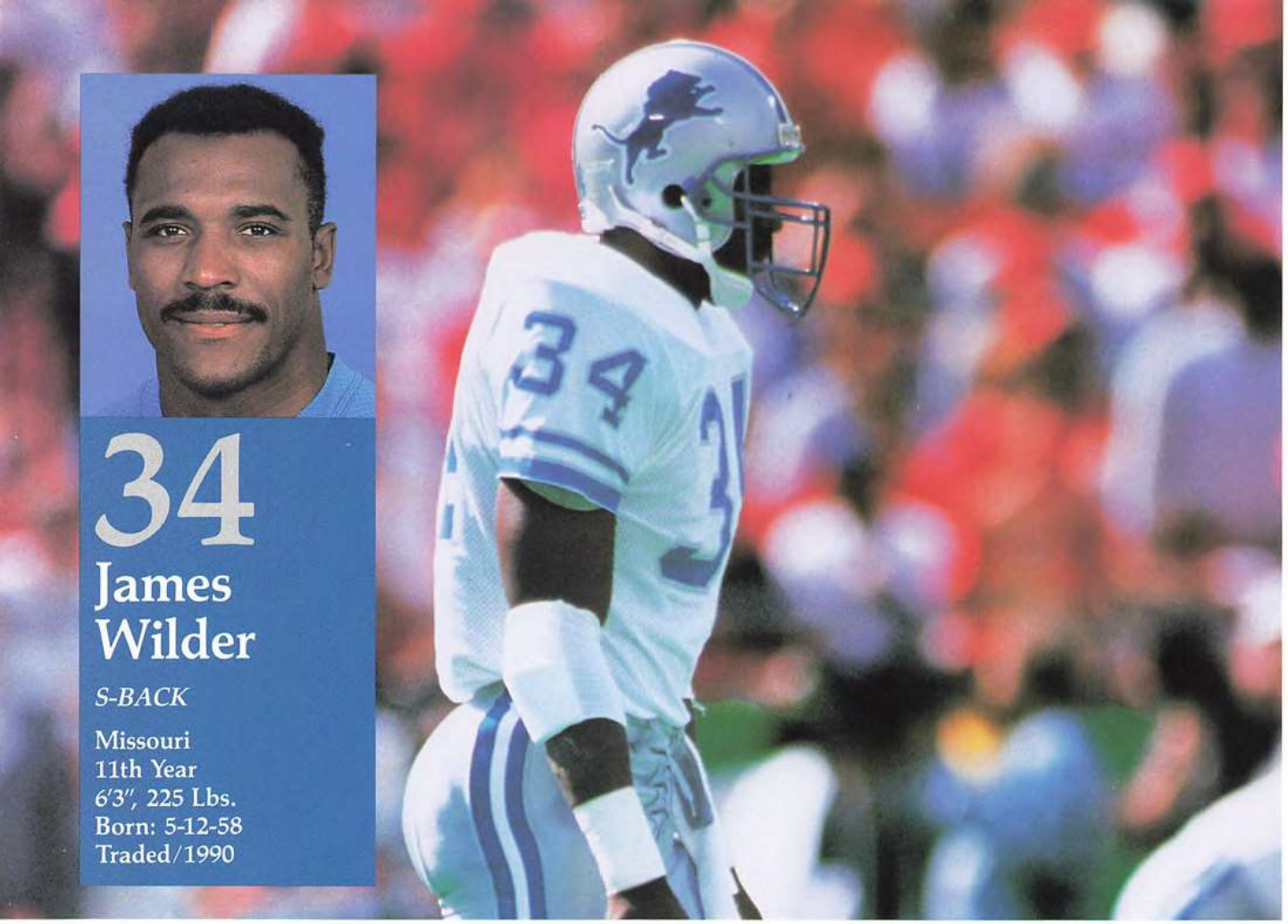
CORNERBACK

Miami (Ohio)
4th Year
5'11", 188 Lbs.
Born: 3-01-65
Waivers/1990

35
William White

DEFENSIVE BACK

Ohio State
4th Year
5'10" 191 Lbs.
Born: 2-19-66
Drafted 4th/1988



34
James Wilder

S-BACK

Missouri
11th Year
6'3", 225 Lbs.
Born: 5-12-58
Traded/1990

32
Bruce Alexander

CORNERBACK

Stephen F. Austin
3rd Year
5'11", 169 Lbs.
Born: 9-17-65
Free Agent/1989

80
Robert Claiborne

WIDE RECEIVER

San Diego State
2nd Year
5'10", 175 Lbs.
Born: 7-10-67
Drafted 12th/1990

69
Roman Fortin

TACKLE

San Diego State
1st Year
6'5", 270 Lbs.
Born: 2-26-67
Drafted 8b/1990

12 Erik Kramer

QUARTERBACK

North Carolina State
1st Year
6'1", 195 Lbs.
Born: 11-06-64
Free Agent/1990

66 Shawn Bouwens

GUARD

Nebraska-Wesleyan
3rd Year
6'4", 280 Lbs.
Born: 5-25-68
Free Agent/1991

74 Michael Graybill

TACKLE

Boston University
3rd Year
6'7", 280 Lbs.
Born: 10-14-66
Free Agent/1991

24 Melvin Jenkins

CORNERBACK

Cincinnati
5th Year
5'10", 173 Lbs.
Born: 3-16-62
Free Agent/1991

4 Frank Pillow

WIDE RECEIVER

Tennesse
3rd Year
5'11" 170 Lbs.
Born: 3-11-65
Free Agent/1991

44 Eugene Riley

TIGHT END

Ball State
2nd Year
6'3" 238 Lbs.
Born: 10-09-66
Free Agent/1991

26 Sean Van Horse

CORNERBACK

Howard
1st Year
5'10", 180 Lbs.
Born: 7-22-68
Free Agent/1991

86 Willie Green

WIDE RECEIVER

Mississippi
1st Year
6'2", 179 Lbs.
Born: 4-02-66
Drafted 8a/1990

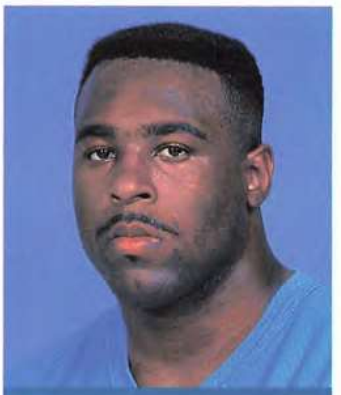
Lions' 1991 Draft Picks

1st Round

Herman Moore

WIDE RECEIVER

Virginia
Rookie
6'3", 205 Lbs.
Drafted 1st/1991



1st Round

* Aquired in a trade with Dallas

Kelvin Pritchett

DEF. LINEMAN

Mississippi
Rookie
6'2.5", 281 Lbs.
Traded/1991

3rd Round

Reggie Barrett

WIDE RECEIVER

Texas-El-Paso
Rookie
6'2.5", 215 Lbs.
Drafted 3rd/1991

4th Round

Kevin Scott

CORNERBACK

Stanford
Rookie
5'9", 175 Lbs.
Drafted 4th/1991

5th Round

Scott Conover

OFFENSIVE GUARD

Purdue
Rookie
6'4", 276 Lbs.
Drafted 5th/1991

6th Round

Rich Andrews

PLACE KICKER

Florida State
Rookie
5'10", 160 Lbs.
Drafted 6th/1991

7th Round

Franklin Thomas

TIGHT END

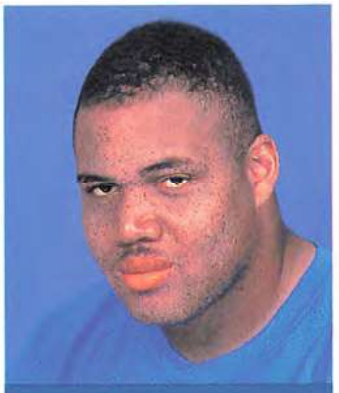
Grambling
Rookie
6'4", 245 Lbs.
Drafted 7th/1991

8th Round

Cedric Jackson

FULLBACK

Texas Christian
Rookie
5'11", 229 Lbs.
Drafted 8th/1991



9th Round

Darryl Milburn

DEFENSIVE END

Grambling
Rookie
6'3", 255 Lbs.
Drafted 9th/1991

11th Round

Slip Watkins

KICK RETURNER

Louisiana State
Rookie
5'9", 173 Lbs.
Drafted 11th/1991

12th Round

Zeno Alexander

LINEBACKER

Arizona
Rookie
6'1", 224 Lbs.
Drafted 12th/1991

ITS LOOKS AREN'T THE ONLY THING THAT'LL STOP YOU.

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LIONS POTPOURRI

Detroit Lions Charities

The Detroit Lions expanded their community efforts in June, 1990, with the establishment of Detroit Lions Charities (DLC), a non-profit organization founded by the Lions to assist charitable and worthwhile causes in Michigan. The Lions, with corporate assistance, raised nearly $70,000 during the 1990 season. Grants were awarded in March, 1991.

"The Detroit Lions long have had an organization-wide commitment to helping our community," said Lions' Executive Vice President and Chief Operating Officer Chuck Schmidt when the new program was announced last year. "Now, the club has made an even greater commitment with the establishment of Detroit Lions Charities. The Lions will identify and, with support from our corporate friends, help fund specific programs that we feel best benefit Michigan's needs."

Funding for Detroit Lions Charities comes from several sources including proceeds from the Detroit Lions Invitational, a golf outing held in May at Great Oaks Country Club in nearby Rochester. Principal financial support comes from the "Northwest Airlines Flies for Detroit Lions Charities" program. Northwest Airlines donates $100 for every point the Lions score to DLC.

DLC assists a wide variety of activities and programs that benefit education, civic affairs and health and human services in Michigan. Requests for funding will be accepted from October 1 through December 31, 1991. Grant applications will be reviewed early in the new year with recipients being announced in March, 1992, and grants awarded shortly thereafter.

Specific grant eligibility guidelines and application procedures are available by writing: Detroit Lions Charities, c/o Detroit Lions, 1200 Featherstone Road, Pontiac, MI 48342.

1990-91 DETROIT LIONS CHARITIES GRANT RECIPIENTS

The Beaumont Foundation

Boys and Girls Club of Pontiac

Catholic Social Services (Lansing)

Community Resource Volunteers (St. Johns)

Cultural Council of Pontiac, Inc.

Children Youth Equal Rights Advocate (Pontiac)

Macomb YMCA

Myasthenia Gravis Association (Detroit)

Oakland County Special Olympics

Oakland Youth Organization (Pontiac)

Pro Challenge

Pontiac Police Athletic League

Project Graduation Spring Rally (Detroit)

Reggie McKenzie Foundation (Highland Park)

Ronald McDonald House (Detroit)

St. Joseph Mercy Hospital (Pontiac)

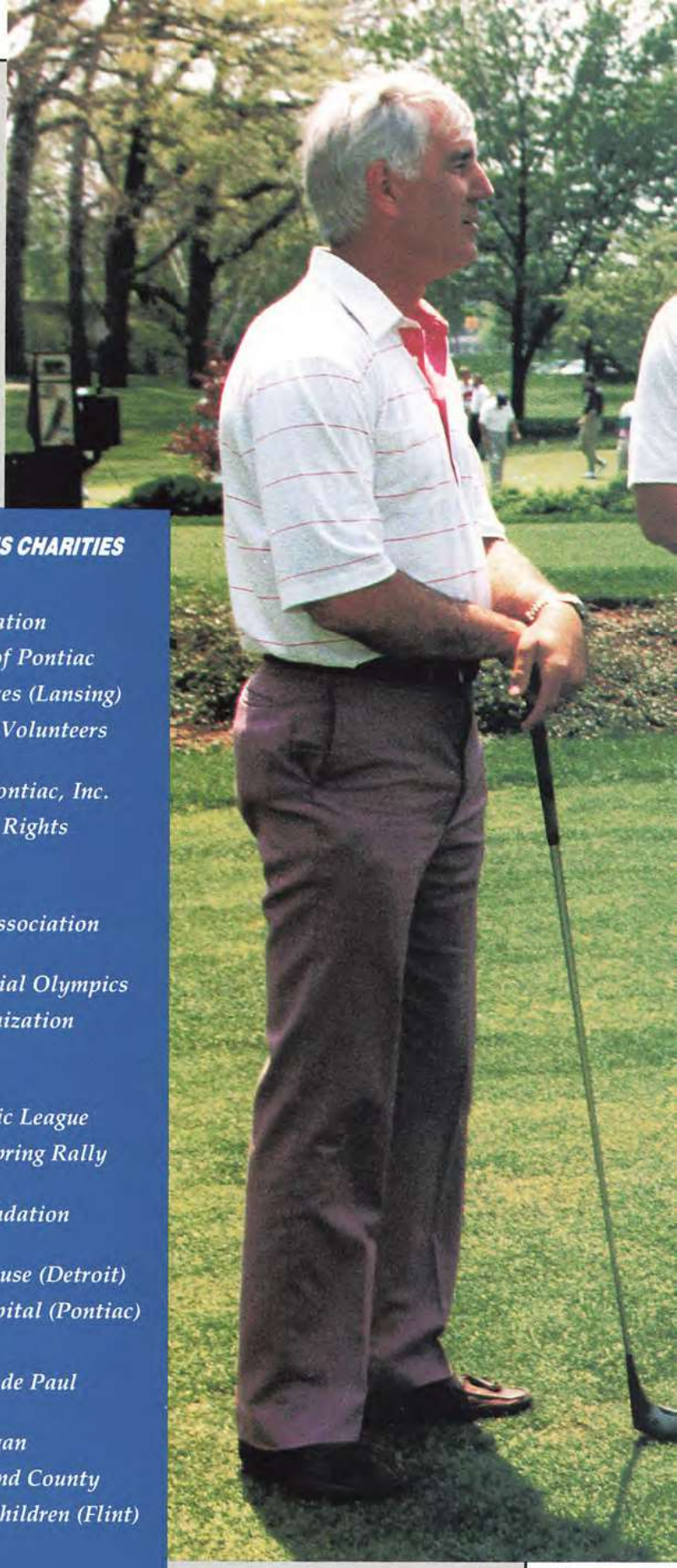
SCAMP (Clarkston)

Society of St. Vincent de Paul (Detroit)

United Way of Michigan

United Way of Oakland County

Whaley's Center for Children (Flint)



Detroit Lions Invitational Golf Tournament

The inaugural Detroit Lions Invitational was held at Great Oaks Country Club in Rochester, May 13, with past and present Lions joining fans for a day of golf. Included in the DLI celebrity field were (left-to-right) Greg Landry, Doug English, Charlie Sanders and Eddie Murray. More than $85,000 was raised through the tournament with proceeds going to Detroit Lions Charities. (Photo by Tom Albert).

Russ Thomas Dedication

There was no one who was more of a Detroit Lion than John Russell Thomas. For 43 years he was the Detroit Lions, serving in virtually every capacity the organization had to offer.

On March 19, 1991, the 66-year-old Thomas died suddenly and unexpectedly. He was a big man with huge hands, a limp that was a painful reminder of football of another age, and a heart much softer and gentler than the the public would ever know. He died in his sleep after a day playing his beloved second sport, golf.

"Russ always had the best interests of his players at heart," said Lions' owner and long-time Thomas friend William Clay Ford. "He tried to look at the human side of each player and do what was best for that individual."

A tough image "was all a style," said Chuck Schmidt, who stepped into Thomas' shoes upon his retirement following the 1989 season. "Deep down he was much more sensitive than people could see. He had a very big tender side to him. Very few players ever found it but when they did they saw a different side to Russ Thomas."

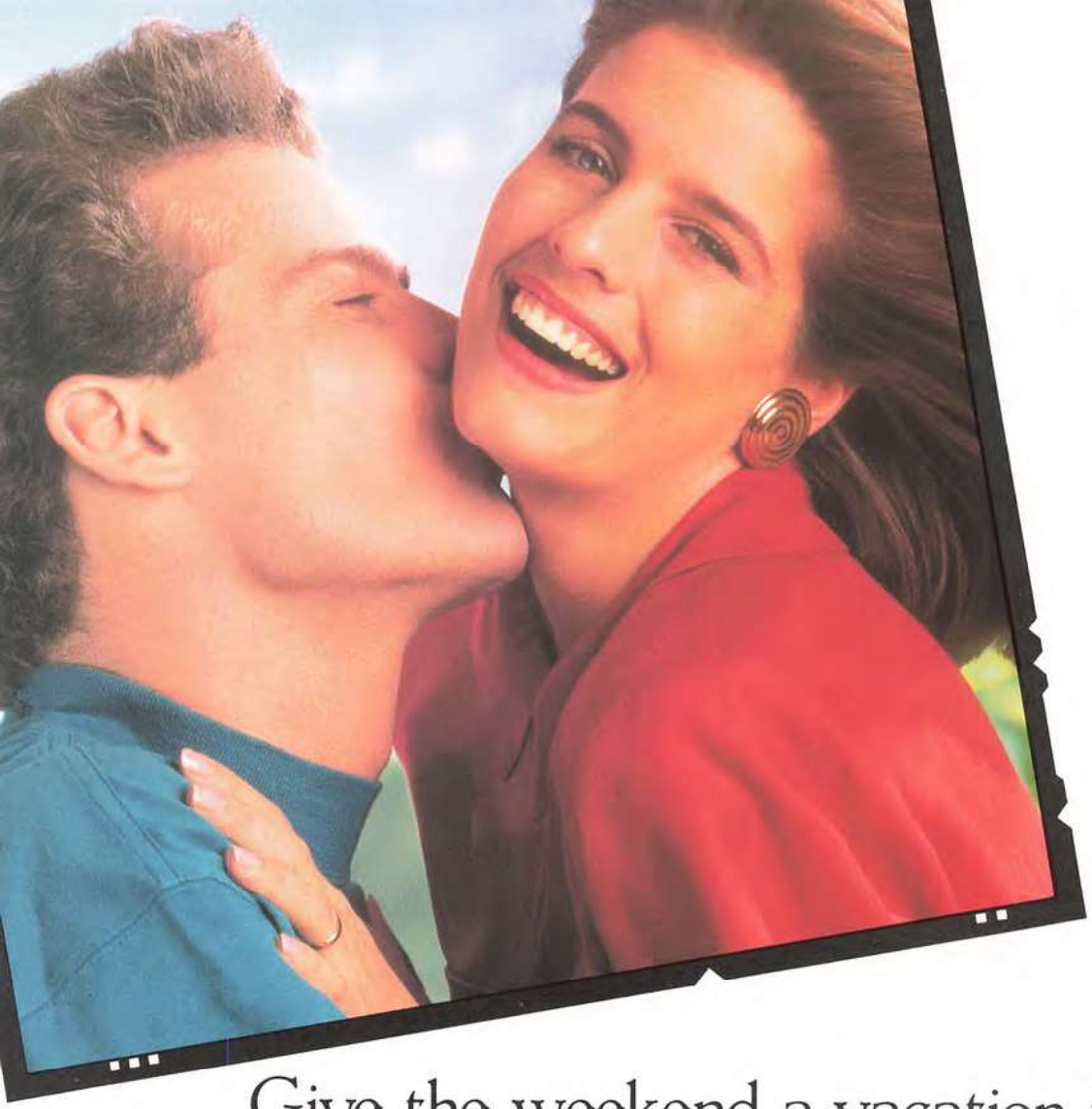
Thomas did it all with the Lions in a career that spanned five decades. He was an All-Pro tackle and captain until knee surgery abruptly ended his career in 1949. He became an assistant coach and scout, helping Detroit to three NFL World Championships in the 1950s. Thomas also was a broadcaster with the legendary Van Patrick and the Lions' Director of Player Personnel before moving up the ladder to Executive Vice President and General Manager.

The Detroit Lions' uniform bears the initials "JRT" in Thomas' honor this season. Though some current Lions never met the big man, his legacy will continue to touch them and all Lions to follow.

A portrait that reflects Thomas' career was presented to him by the Lions early in 1990. Beneath the images of Thomas' past is an inscription that best reflects the Lions' family's fond rememberance of JRT: "He has left an indelible impression on the Detroit Lions and while he will be missed, he will never be forgotten."

In his final game as a member of the Lions' organization, Russ Thomas was named an honorary team captain by head coach Wayne Fontes. Thomas is shown at the right, prior to the coin toss, at the start of the December 24, 1989, game versus the Falcons in Atlanta.

Detroit Lions



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The Farrs: Mel, Mike and Mel Jr.

Mel Farr couldn't have written a better script for his life. "It's like writing your own life story," says the former standout for the Detroit Lions. "To be a professional player and have two sons and have them follow in your footsteps by playing for the same college and pro team . . . it's like living in a fantasy world."

Mike Farr was a rookie wide receiver for the Lions in 1990 and his older brother Mel Jr. signed with Detroit as a free agent shortly before training camp opened.

"It makes me feel good that I was a role model they wanted to follow," Farr continues. "I'm proud that my sons accepted the challenge and wanted to do it like Dad did it. They had other offers. They didn't have to chose the Lions, but deep down I think they always wanted to wear the Honolulu Blue and Silver, because Dad was always a Lion. They went to every game when they were growing up and sat in the stands with their mother when I was playing. After I retired we continued to go to games as a family."

Farr was Detroit's No. 1 draft choice in 1967 after earning All-America honors at UCLA. He broke into the NFL with a bang, rushing for 860 yards and earning the Rookie of the Year award. He did it despite missing nearly two full games with injuries, including a broken nose twice, broken toe and sprained ankle.

One of Farr's fondest memories as a Lion occurred in 1967 when he rushed for 197 yards—one short of Bob Hoernschemeyer's club record—in a 10-10 tie with the Minnesota Vikings.

"I didn't know I was that close to the record," he says. "Things weren't as sophisticated in those days where they'd call down to the bench and tell you that you were close to a record. I'm sure they'd have given me the ball one more time."

Farr also recalls the Lions' 5-0 playoff defeat against Dallas in 1970.

"We were so close to beating them and they went to the Super Bowl that year," Farr says. "That's my biggest disappointment, that I never got that Super Bowl ring."

Farr's success in life continued after he retired from football in 1973. He has become a successful auto dealer with two dealerships in the Detroit area.

"I started working for Ford Motor Company after my second year with the Lions and learned the retail automotive business," Farr relates. "I knew what I wanted to do after football. I had intended to move back to the West Coast and start a dealership in San Diego or Los Angeles, but there was one available at 10 Mile and Greenfield and it couldn't have been a better opportunity for me."

Some people know Farr better as an automobile dealer than a football player, but he doesn't mind.

"I remember telling my wife that if someone came up to me 10 years after I quit football and all they knew about me was that I was a football player, then I'd done nothing with my life since then," Farr says.

Mike Farr

Mel Farr, Jr.

As a former running back, Farr appreciates the talents of the Lions' present star runner, Barry Sanders.

"I'm in awe of Barry," Farr says. "He's the best running back I've laid my eyes on. He's shown me things I've never seen from anyone else, but more important, he's a superb human being. I just hope I can watch Mel Jr. leading him through the holes, although he doesn't need anybody to open holes for him most of the time."

Farr looks forward to having his sons carry on the family name. "I've always been a Lion and I'll continue to be one, especially with two sons on the team. It's just a thrill watching them try to make it. You can't put a price on that."

Editor's Note: *Unfortunately this family affair did not last for the entire 1991 season, as Mel Jr. was released by the Lions on August 19th.*

1991 NFL SCHEDULE

SUNDAY, SEPTEMBER 1
Atlanta at Kansas City
Cincinnati at Denver
Dallas at Cleveland
LA Raiders at Houston
Miami at Buffalo
Minnesota at Chicago
New England at Indianapolis
Philadelphia at Green Bay
Phoenix at LA Rams
San Diego at Pittsburgh
Seattle at New Orleans
Tampa Bay at New York Jets
Detroit at Washington (N)

MONDAY, SEPTEMBER 2
San Francisco at New York Giants (N)

SUNDAY SEPTEMBER 8
Chicago at Tampa Bay
Cleveland at New England
Denver at LA Raiders
Green Bay at Detroit
Indianapolis at Miami
LA Rams at New York Giants
Minnesota at Atlanta
New Orleans at Kansas City
New York Jets at Seattle
Phoenix at Philadelphia
Pittaburgh at Buffalo
San Diego at San Francisco
Houston at Cincinnati (N)

MONDAY, SEPTEMBER 9
Washington at Dallas (N)

SUNDAY, SEPTEMBER 15
Atlanta at San Diego
Buffalo at New York Jets
Cincinnati at Cleveland
Indianapolis at LA Raiders
Miami at Detroit
New England at Pittsburgh
New York Giants at Chicago
Philadelphia at Dallas
Phoenix at Washington
San Francisco at Minnesota
Seattle at Denver
Tampa Bay at Green Bay
LA Rams at New Orleans (N)

MONDAY, SEPTEMBER 16
Kansas City at Houston (N)

SUNDAY, SEPTEMBER 22
Buffalo at Tampa Bay
Cleveland at New York Giants
Detroit at Indianapolis
Green Bay at Miami
Houston at New England
LA Raiders at Atlanta
LA Rams at San Francisco
Minnesota at New Orleans
Pittsburgh at Philadelphia
San Diego at Denver
Seattle at Kansas City
Washington at Cincinnati
Dallas at Phoenix (N)

MONDAY, SEPTEMBER 23
New York Jets at Chicago (N)

SUNDAY, SEPTEMBER 29
Open Date 4 AFC Central Teams
Chicago at Buffalo
Green Bay at LA Rams
Indianapolis at Seattle
Kansas City at San Diego
Miami at New York Jets
New England at Phoenix
New Orleans at Atlanta
New York Giants at Dallas
San Francisco at LA Raiders
Tampa Bay at Detroit
Denver at Minnesota (N)

MONDAY, SEPTEMBER 30
Philadelphia at Washington (N)

SUNDAY, OCTOBER 6
Open Date 4 NFC West Teams
Dallas vs. Green Bay (Milw)
Denver at Houston
Miami at New England
Minnesota at Detroit
New York Jets at Cleveland
Philadelphia at Tampa Bay
Phoenix at New York Giants
San Diego at LA Raiders
Seattle at Cincinnati
Washington at Chicago
Pittsburgh at Indianapolis (N)

MONDAY, OCTOBER 7
Buffalo at Kansas City (N)

SUNDAY, OCTOBER 13
Open Date: 4NFC Central and 2 AFC Fifth Place Teams
Cincinnati at Dallas
Cleveland at Washington
Houston at New York Jets
Indianapolis at Buffalo
Miami at Kansas City
New Orleans at Philadelphia
Phoenix at Minnesota
San Diego at LA Rams
San Francisco at Atlanta
LA Raiders at Seattle (N)

MONDAY, OCTOBER 14
New York Giants at Pittsburgh (N)

THURSDAY, OCTOBER 17
Chicago at Green Bay (N)

SUNDAY, OCTOBER 20
Open Dates 4 NFC East Teams
Atlanta at Phoenix
Cleveland at San Diego
Detroit at San Francisco
Houston at Miami
Kansas City at Denver
LA Rams at LA Raiders
Minnesota at New England
New York Jets at Indianapolis
Seattle at Pittsburgh
Tampa Bay at New Orleans

MONDAY, OCTOBER 21
Cincinnati at Buffalo (N)

SUNDAY, OCTOBER 27
Open Date 4 AFC East Teams
Chicago at New Orleans
Cincinnati at Houston
Dallas at Detroit
Denver at New England
Green Bay at Tampa Bay
LA Rams at Atlanta
Minnesota at Phoenix
Pittsburgh at Cleveland
San Diego at Seattle
San Francisco at Philadelphia
Washington at New York Giants (N)

MONDAY, OCTOBER 28
LA Raiders at Kansas City (N)

SUNDAY, NOVEMBER 3
Open Date 4 AFC West Teams
Atlanta at San Francisco
Cleveland at Cincinnati
Detroit at Chicago
Green Bay at New York Jets
Houston at Washington
Miami at Indianapolis
New England at Buffalo
New Orleans at LA Rams
Phoenix at Dallas
Tampa Bay at Minnesota
Pittsburgh at Denver (N)

MONDAY, NOVEMBER 4
New York Giants at Philadelphia (N)

SUNDAY, NOVEMBER 10
Atlanta at Washington
Buffalo vs. Green Bay (Milw)
Dallas at Houston
Detroit at Tampa Bay
Indianapolis at New York Jets
Kansas City at LA Rams
LA Raiders at Denver
New York Giants at Phoenix
Philadelphia at Cleveland
Pittsburgh at Cincinnati
San Francisco at New Orleans
Seattle at San Diego
New England at Miami (N)

MONDAY, NOVEMBER 11
Chicago at Minnesota (N)

SUNDAY, NOVEMBER 17
Chicago at Indianapolis
Cincinnati at Philadelphia
Dallas at New York Giants
Denver at Kansas City
LA Rams at Detroit
Minnesota at Green Bay
New Orleans at San Diego
New York Jets at New England
Phoenix at San Francisco
Seattle at LA Raiders
Tampa Bay at Atlanta
Washington at PittsburghCleveland at Houston (N)

MONDAY, NOVEMBER 18
Buffalo at Miami (N)

SUNDAY, NOVEMBER 24
Buffalo at New England
Dallas at Washington
Denver at Seattle
Detroit at Minnesota
Houston at Pittsburgh
Indianapolis vs. Green Bay (Milw)
Kansas City at Cleveland
LA Raiders at Cincinnati
Miami at Chicago
New York Giants at Tampa Bay
Philadelphia at Phoenix
San Diego at New York Jets
Atlanta at New Orleans (N)

MONDAY, NOVEMBER 25
San Francisco at LA Rams (N)

THURDAYS, NOVEMBER 28
Chicago at Detroit
Pittsburgh at Dallas

SUNDAY, DECEMBER 1
Open Date 2NFC Fifth Place Teams
Cleveland at Indianapolis
Green Bay at Atlanta
Kansas City at Seattle
New England at Denver
New Orleans at San Francisco
New York Giants at Cincinnati
New York Jets at Buffalo
Tampa Bay at Miami
Washington at LA Rams
LA Raiders at San Diego (N)

MONDAY, DECEMBER 2
Philadelphia at Houston (N)

SUNDAY, DECEMBER 8
Atlanta at LA Rams
Buffalo at LA Raiders
Denver at Cleveland
Green Bay at Chicago
Indianapolis at New England
New Orleans at Dallas
New York Jets at Detroit
Philadelphia at New York Giants
Pittsburgh at Houston
San Diego at Kansas City
San Francisco at Seattle
Washington at Phoenix
Minnesota at Tampa Bay (N)

MONDAY, DECEMBER 9
Cincinnati at Miami (N)

SATURDAY, DECEMBER 14
Kansas City at San FRancisco
Tampa Bay at Chicago

SUNDAY, DECEMBER 15
Cincinnati at Pittsburgh
Dallas at Philadelphia
Detroit at Green Bay
Houston at Cleveland
LA Rams at Minnesota
Miami at San Diego
New England at New York Jets
New York Giants at Washington
Phoenix at Denver
Seattle at Atlanta
Buffalo at Indianapolis (N)

MONDAY, DECEMBER 16
LA Raiders at New Orleans (N)

SATURDAY, DECEMBER 21
Green Bay at Minnesota
Houston at New York Giants

SUNDAY, DECEMBER 22
Atlanta at Dallas
Cleveland at Pittsburgh
Denver at San Diego
Detroit at Buffalo
Indianapolis at Tampa Bay
Kansas City at LA Raiders
New England at Cincinnati
New Orleans at Phoenix
New York Jets at Miami
Washington at Philadelphia
LA Rams at Seattle (N)

MONDAY, DECEMBER 23
Chicago at San Francisco (N)

SATURDAY, DECEMBER 28
SUNDAY, DECEMBER 29
Wild-Card Playoffs

SATURDAY, JANUARY 4
SUNDAY, JANUARY 5
Divisional Playoffs

SUNDAY, JANUARY 12
NFC & AFC Championships

SUNDAY, JANUARY 26
Super Bowl XXVI
(Minneapolis, MN)

SUNDAY, FEBRUARY 2
NFC-AFC Pro Bowl
(Honolulu, HI)

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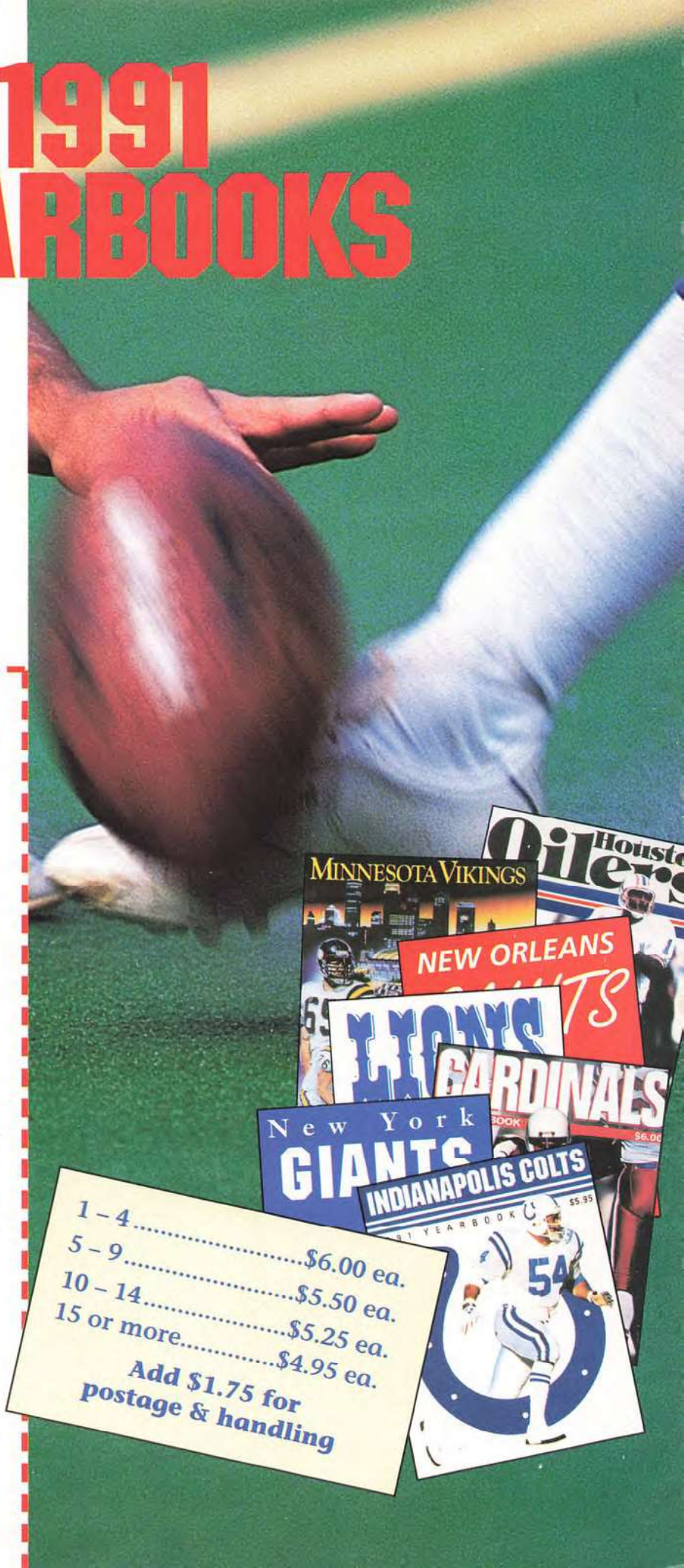

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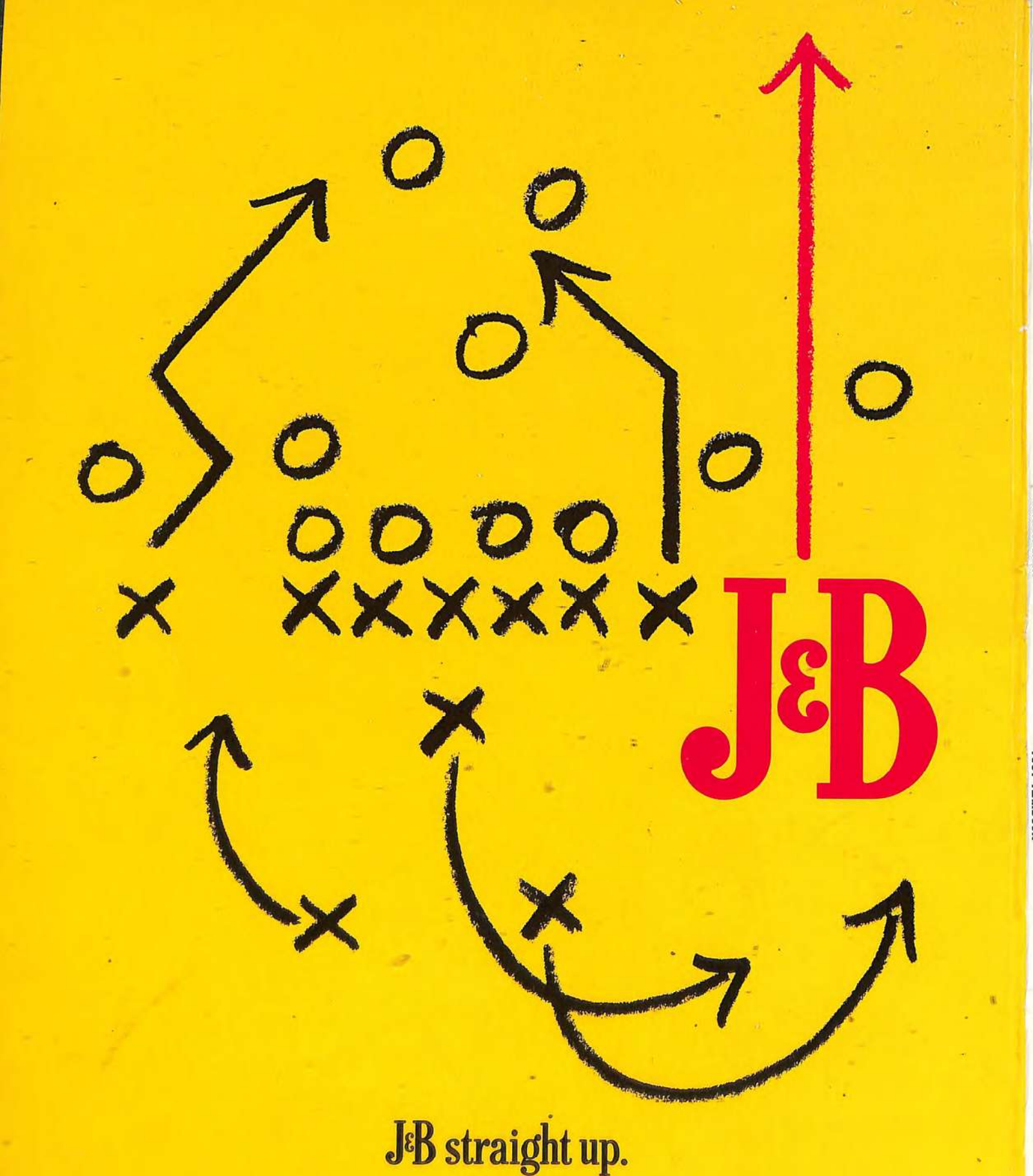

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